

Council Briefing Agenda

Date: Tuesday, 16 February, 2021

Time: 9:00 am

Location: Council Chamber
Forum North, Rust Avenue
Whangarei

Elected Members: Her Worship the Mayor Sheryl Mai
(Chairperson)

Cr Gavin Benney

Cr Vince Cocurullo

Cr Nicholas Connop

Cr Ken Couper

Cr Tricia Cutforth

Cr Shelley Deeming

Cr Jayne Golightly

Cr Phil Halse

Cr Greg Innes

Cr Greg Martin

Cr Anna Murphy

Cr Carol Peters

Cr Simon Reid

For any queries regarding this meeting please contact
the Whangarei District Council on (09) 430-4200.

1. Apologies

2. Reports

- 2.1. Waterfront Precinct Plan first round of engagement update and briefing 1

3. Closure of Meeting

2.1. Waterfront Precinct Plan Update

Meeting: Council Briefing
Date of meeting: 16 February 2020
Reporting officer: Injoo Riehl (Strategic Planner)

1 Purpose

Update elected members on the Waterfront Precinct Plan:

- Present feedback received from the first round of engagement
- Discuss the process and next steps

2 Background

The development of the Waterfront Precinct Plan is an action from the Whangārei City Centre Plan 2017, which was adopted by Council at the Planning and Development Committee on 13 December 2017.

It is the second of three Precinct Plans which the Whangārei City Centre Plan actioned. The first was the City Core Precinct Plan, adopted by Council at the Council Meeting on 20 May 2019.

The aim of the Waterfront Precinct Plan is to create a cohesive integrated plan which outlines our 20-30-year shared vision for how the waterfront will change and develop. It will also be a key tool to bring together the numerous waterfront related projects which Council has already committed to, such as Pohe Island development, Hātea Loop and the new Town Basin Park and guide future development, public improvements and projects.

At the Council Briefing on 25 August 2020, elected members expressed comfort to start the Waterfront Precinct Plan.

3 Discussion

3.1 Process

Following the Council Briefing on 25 August work began on the development of the Waterfront Precinct Plan. This started with initial discussion with the community, hapū and an interactive workshop with Councillors on 11 November 2020.

These initial discussions helped inform the first round of engagement which began on 18 November.

The feedback received from the first round of engagement has assisted us to identify key themes, issues and opportunities. These findings and feedback will be used to build our

shared vision for the waterfront, draft the Waterfront Precinct Plan and inform our short, medium- and long-term actions.

3.2 Engagement approach

The purpose of the first round of engagement was three-fold;

- Direction setting, building a shared vision
- To educate the public, Tangata Whenua and key stakeholders on the development of the Waterfront Precinct Plan
- To receive feedback, understanding the community's, hapū and key stakeholder's values, aspirations, key issues and opportunities.

The development of the Waterfront Precinct Plan is a collaborative process. A wide audience was sought for the first round of engagement. We explored a mixture of online and face to face tools. By using a range of methods, we hoped to encourage participation and widen our community reach in an accessible way, with flexibility.

A range of engagement methods were undertaken including:

- Community interactive hui/workshop
- Library drop-in sessions
- Signage around the Hātea Loop
- Information on Whangārei District Council website
- Online survey
- Articles in the 'Whangārei Leader'
- Market activations
- Social media (Neighbourly and Facebook)
- Instagram competition
- Posters
- Targeted presentations and workshops
- WDC advisory groups (Positive Aging, Youth, Disability)
- Information brochure "letter drop"
- Email chain
- Meetings upon request

The first round of engagement was held for one month, from Wednesday 18 November to Wednesday 16 December 2020. The online survey was extended over the holiday period and closed on Sunday 10 January 2021. Two meetings/workshops with key stakeholders were held outside this four-week engagement period.

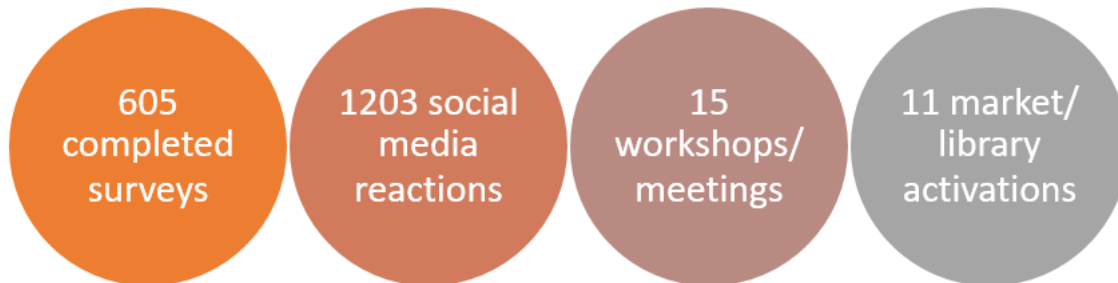
Our engagement events/activations and online survey were promoted through the WDC website, council news, social media (Facebook, Instagram), articles in the Whangārei Leader, posters and through email contacts.

Engagement with hapū and key stakeholders consisted of targeted meetings and workshops. Ongoing conversations with hapū and key stakeholders will continue throughout the plan development process.

3.3 Summary feedback and key themes

Following the consultation period, staff have been analysing the feedback received. A summary of feedback report can be found in Attachment 1 of this agenda.

Below is an overview of the feedback received:



Through analysis of the feedback received, 4 themes identified. These will assist in the development of the plan and its actions. The themes identified include:

Destination

Enhance the waterfront's profile as meeting place as well as a place to live, work and play. The waterfront offers a range of activities, amenities and diverse experiences for all including locals, visitors, all ages and abilities.

Connectivity

The waterfront is easy to access and well-connected to Whangārei city centre, waterways and to the surrounding environment. Our multi-modal transport systems are integrated and connect to the shared path network, strengthen walking and cycling opportunities and enable transport choice.

Environment

Protect and enhance our natural environment. Ensure future development, infrastructure and public improvements are responsive to climate change and hazards. Improve the health of our waterways and enhance our green spaces.

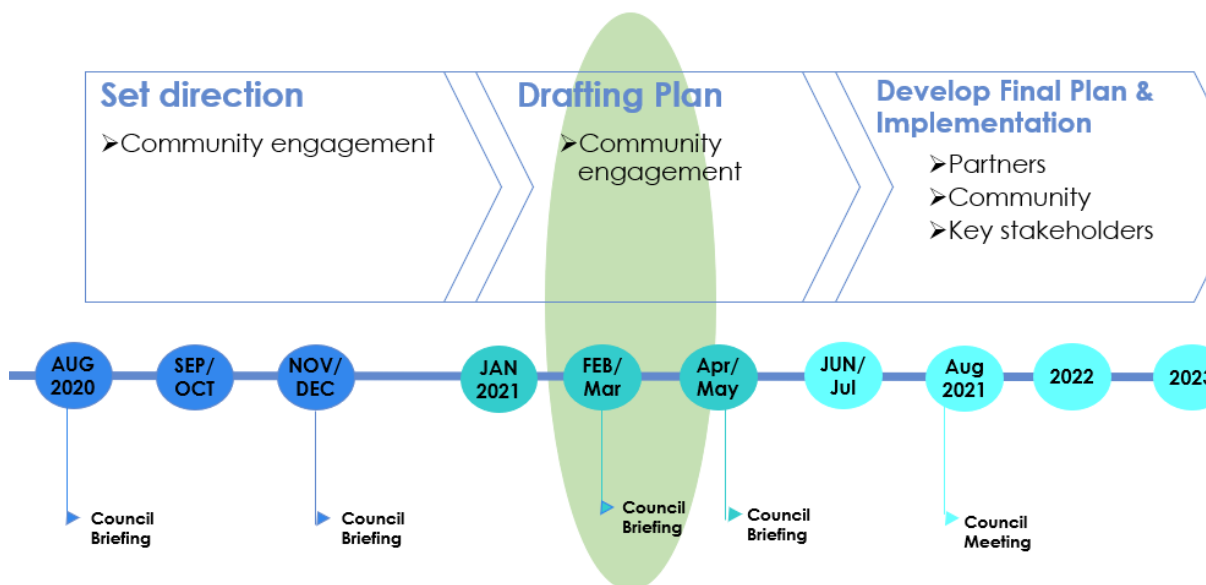
Design

The waterfront is an attractive and vibrant destination which recognises and celebrates our unique Maori and European heritage. Ensure the waterfront is accessible, inclusive and distinctive with well-designed buildings and spaces to relax, sit, play, gather and interact in.

4 Next Steps

With the first round of engagement completed, the next step is to begin building the first draft of the plan. This will be informed by the feedback we have heard as well as the direction given by Council in August and November. Council will have input into the draft plan through a Council briefing or workshop in April 2021. This may follow a similar interactive format to the Council Briefing in November.

4.1 Waterfront timeline



4.2 Relationship building and reporting

We have established key contacts with hapū, individuals, businesses, community and recreational groups and key stakeholders. We have established 213 contacts from our online survey. We will update our contacts on our plan development process and inform them about our Waterfront Precinct Plan Feedback Report (Attachment 1) and any further engagement.

There will be collaboration between internal staff, hapū and key stakeholders throughout the drafting process to test possible actions. We will have targeted workshops/meetings to work through possible opportunities and draft actions.

4.3 Drafting the Waterfront Precinct Plan

From mid-February 2021, we will begin drafting the Waterfront Precinct Plan. This will include;

- Discussing identified issues and opportunities with relevant internal staff and identifying future/existing council projects and strategies to further support this plan.
- Begin structuring the draft Waterfront Precinct Plan.
- Development of the key outcomes and transformational moves/programmes based on the key themes and feedback.
- Development of draft short, medium and long-term actions

- Internal discussions with the working group and relevant staff to develop and finalize details and implementation steps of draft actions.
- Conduct further spatial analysis/mapping to identify key locations, sites and areas to look at in more detail. These maps could be included within the draft Plan for further feedback.
- Continue ongoing conversations with hapū and key stakeholders.

This work will then be presented to Council for feedback and input at a briefing or workshop in April.

5 Attachments

Attachment 1: Waterfront Precinct Plan Feedback Report

Waterfront Precinct Plan

Summary of Feedback Report- 1

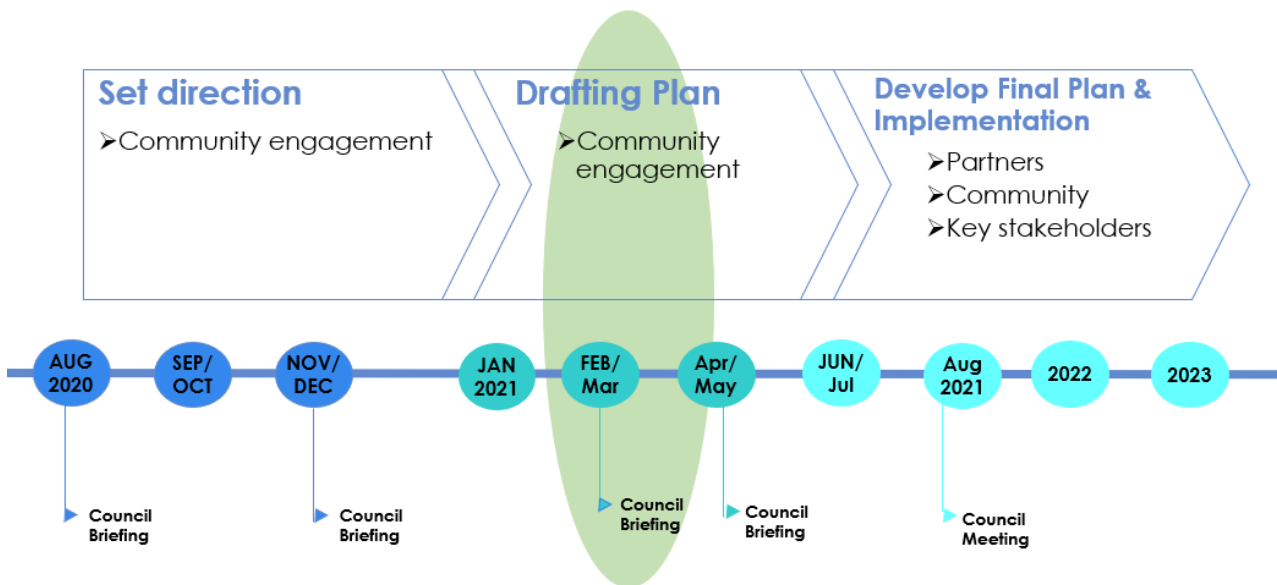
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1 Waterfront Precinct Plan

The aim of the Waterfront Precinct Plan is to create a cohesive, integrated plan which outlines our 20-30-year shared vision for how the waterfront will change and develop. It will also be a key tool to bring together the numerous waterfront related projects which Council has already committed to, such as Pohe Island development, Hātea Loop and the New Town Basin Park, and guide future development and projects.

1.1 Where are we in the process?



The Waterfront Precinct Plan process began with community, hapū and stakeholder engagement and an interactive workshop with elected members. In January 2021, we completed the first stage of the plan development process. The first round of engagement has assisted us to identify key themes, issues and opportunities and set the direction for the Waterfront Precinct Plan. These findings and input will be used to build our shared vision for the waterfront and inform our short, medium- and long-term actions.

2 Engagement approach

The development of the Waterfront Precinct Plan is a collaborative process. Early engagement with the community, Tangata Whenua, hapū and key stakeholders was undertaken to build a shared vision for our waterfront and inform the development of the Waterfront Precinct Plan.

The purpose of the first round of engagement was direction setting, to educate the public on the development of the Waterfront Precinct Plan and received feedback to understand the community, hapū and key stakeholder's values, issues and opportunities.

A wide audience was sought for the first round of engagement. We explored a mixture of online and face to face tools. A range of tools were used to encourage participation in the first round of engagement. We hoped to connect with people who regularly visit the waterfront to work, shop, socialise, exercise or use the amenities/facilities in the waterfront area.

A range of engagement tools were used, including:

- Community interactive hui/workshop
- Library drop-in sessions
- Signage around the Hātea Loop
- Information on the WDC website
- Online survey
- Articles in the 'Whangārei Leader'
- Market activations
- Social media (Neighbourly, Facebook, Instagram)
- Instagram competition
- Targeted presentations and workshops
- WDC advisory groups (Positive Aging, Youth, Disability)
- Brochure "letter drop"
- Email chains
- Meetings upon request

The first round of engagement was held for one month, from Wednesday 18th November to Wednesday 16th December 2020. The online survey was extended over the holiday period and closed on Sunday 10th January 2021. A small number of meetings/workshops with key stakeholders were held outside this engagement period.

Our engagement events and online survey were promoted using our various platforms including the WDC website, council news, social media (Facebook, Instagram), articles in the Whangārei Leader, posters and through email contacts.

Engagement with hapū, key stakeholders consisted of targeted meetings and workshops. Ongoing conversations with hapū and key stakeholders will continue through the plan development process.

The second round of engagement will seek feedback on the draft Waterfront Precinct Plan. It will test our learnings and assist to prioritise actions. The second round will be undertaken in April/May 2021 and will take a similar approach to the first round of engagement.

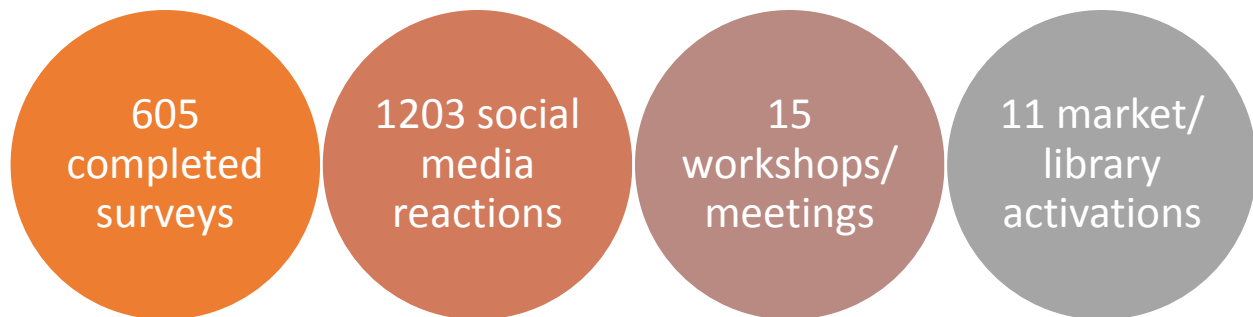
2.1 Engagement learnings

This section outlines learnings and reflections on the engagement process. These learnings will inform our wider engagement process and future engagement on the Waterfront Precinct Plan. Engagement limitations have been considered and documented to assist in the second round of engagement for the waterfront precinct plan as well as other programmes in development, such as the Placemaking Plans.

Engagement learnings for the first round included:

- Advertising and marketing. Council uses the following channels; WDC website, WDC Facebook and council news published in the Whangārei Leader. The most valuable tools are those that exist in the community such as notice boards, newsletters and word of mouth.
- Participation and attendance. The number of workshop participants for the community hui were low. However, those who participated were engaged and actively contributed in the discussion.
- Staff resourcing and time. Holding interactive workshops were successful and the output very constructive but resource intensive. Holding too many workshops can deduct from other projects.
- Using a wide range of engagement tools is resource and time intensive. We are limited by how much time internal staff have available to dedicate to events and workshops, both within and outside of working hours. In addition, documenting and recording the information proved challenging.
- The timing of engagement is key. Working with the community, Tangata Whenua (hapū) and at a pace which is comfortable for them and fits in with their schedules needs to be balanced with the project programme and timeline. 2020 was an unprecedented year and engagement was leading into the Christmas/holiday period. Council was also engaging/consulting on other projects and programmes of work.
- Key contacts and building relationships. Navigating some organisations to key the right contact person can be time consuming. Work is needed to improve agencies/organisations networks and build trusting working relationships.
- Some in the community do not engage or look at Council's communication methods and tools. We will aim to build on and diversify our communication tools and collaborate with the community using their own tools in the future.
- Reach. With the Waterfront Precinct Plan we attempted our first Instagram competition via the 'Whangārei Love it Here' page. 8 entries were submitted. Re-thinking the approach to enabling younger people to participate through other channels is needed.

3 Response in brief



- 2 Community hui / workshop held at Afare. One in the morning (12 participants), one in the evening (6 participants)
- Library drop-in sessions (8 sessions, held on Thursday on November 11am-12pm and 5pm-6pm)
- Signage around the Hātea Loop (4 signs)
- Information on WDC website www.wdc.govt.nz/WaterfrontPlan
- 3 Market activations, one at the night market and two at the Artisan Market (392 reactions)
- Online survey (605 completed surveys)
- 1203 social media reactions (likes, comments, shares)
 - Neighbourly (1 post)
 - Facebook (6 posts/event/threads)
- Instagram competition (8 entries)
- 15 Targeted presentations and workshops/meetings with;
 - WDC advisory groups (Positive Aging, Youth, Disability)
 - Whangārei Art Museum
 - Hihiaua Cultural Centre
 - Rowing club
 - Northland Regional Council
 - Internal staff workshop
 - Elected members workshop
 - Northland DHB
 - Individual members in the community
 - Hapū Kaumatua
 - Northland Transport Alliance
 - WDC (internal staff)
 - Health and wellbeing workshop with Northland Health Board, Mahitahi Hauora, Sport northland, Parafed Northland and WDC staff
- Brochure “letter drop” to businesses/residents in the waterfront area

3.1 Feedback by theme

From the feedback received, there were 4 themes identified. Key issues and opportunities will be discussed by theme.

3.1.1 Destination

Enhance the Waterfront's profile as a meeting place as well as a place to live, work and play. The waterfront offers a range of activities, amenities and diverse experiences for all including locals, visitors, all ages and abilities.

The Waterfront is an attractive location with a mix of cafes/restaurants, art and culture attractions, entertainment, shopping and recreational activities. Our waterfront offers a range of activities and things to do, see and visit for locals and visitors alike. People of different ages and abilities want to access a variety of activities, amenities and diverse experiences. A place to meet, relax, and enjoy.

The waterfront is a place many said they feel safe, people love the atmosphere/vibe, Hātea Loop, eateries and proximity to the city centre and different variety of amenities. People said they want art, fun spaces to play, exercise, shop, cafes/eateries, visit markets, live music and attend events. People feel there is not enough to do or see in the Waterfront, particularly for youth and older people. Night life is also needed.

Destination feedback (key opportunities and issues):

- There is an eclectic mix of activities and land uses. Several people said they would like to see light industrial activities moved out and mixed-use or apartments developed.
- People would like to see Council led development and apartments built. People expressed interest in living on the waterfront but there are not many opportunities to do so.
- The waterfronts natural setting is a draw card for people to come to the waterfront. Protect views to the water and Parihaka.
- Enhance the profile of Whangārei 's waterfront as a visitor destination as well as a place to live, work and play.
- Unlock and celebrate the waterfronts unique character, heritage and history. Weave European and Maori cultural narratives into the design and placemaking of the Waterfront. Build on its strong sense of place and cultural identity.
- Better and more diverse playground and park facilities.
- People like pedestrian areas and the waterfront is a place many can access easily and feel safe in.
- The waterfront offers an eclectic mix of attractions and experiences for all including locals and visitors. This should be built on.
- The waterfront is a meeting place. There is a need to design multi-purpose spaces which offer shade, seating, BBQ and picnic areas/tables.
- High quality public space for meeting and gathering. Encourage family friendly places/attractions and design more play areas for youth and older people.
- More recreational opportunities and sport activities such as mini golf, basketball courts (or half court), exercise equipment, frisbee, table tennis and so on.
- Encourage a diverse mix of eateries, cafes and restaurants.
- Celebrate and promote Hihiaua Cultural Centre.
- Attract more local and boutique shops.
- Need for accommodation/hotel.

- Redevelopment of the Town Basin.
- Develop an entertainment precinct. There is support for the Oruku landing project on Riverside Drive.
- Many people said there is a need for spaces to hold events, concerts, performances and markets.
- People would like to see more cultural activities and experiences.
- Pop up areas/attractions along the Loop, areas with bean bags to chill, food trucks/temporary summer café and outdoor games/activities.
- Designated markets space (arts/night). Explore the possible relocation of the grower's market (from Water Street to the Waterfront area).
- Enhance and encourage more night life (garden bars/bars), events, festivals, music and performances.
- Congestion in the Hātea River as well as its tidal nature were identified as key barriers for water sports and water-based activities. Promote water-based activities such as waka arma, kayaking, paddle boarding, rowing, sprat fishing and so on.
- People would like to see boutique stores and ensure there is a mix of retailers. Local businesses should be supported.
- Develop hub for water activities (Pohe Island). Improve access to the water such as boat ramps/jetties/pontons/wharfs.
- Support the development of the new marina.

3.1.2 Connectivity

The waterfront is easy to access and well-connected to Whangārei City Centre, waterways and to the surrounding environment. Our multi-modal transport systems are integrated and connect to the shared path network strengthen walking and cycling opportunities and enabling transport choice.

The ease of movement and connectivity within the waterfront area, and to its surrounding area are important outcomes. People think Dent Street is very busy and the lack of pedestrian crossings across Dent Street to the Town Basin is a key issue.

Parking was also identified as a key issue. The location, number, accessibility and pricing were raised as issues in the feedback provided. The experience of getting to the waterfront was also a concern. The easiest way to get to and from the waterfront is by car. Many people would like to see multi modal transport options encouraged and more investment in Whangārei's public transport system.

The waterfront needs to be better connected to Whangārei City Centre and the surrounding features/communities. Several people identified the need to connect the Kamo shared path through the City Centre to the waterfront. Extending the network and creating safer connections will enable more people to access the waterfront easily and connect to the shared path network.

Connectivity feedback (key opportunities and issues);

- Improve the connection between the Town Basin and Whangārei City Centre. Safe connections to cross arterial roads such as Dent Street from the City Centre/Town Basin.
- Strengthen and improve the broken connections to/from the waterfront to the shared path network. Extend the shared path network to improve the connection to the Onerahi shared path and to the Kamo shared path.

- People think when parking is removed (e.g. for the new park), other parking spaces should be provided.
- Improve access to the water (ensuring low tide access as well), more boat ramps, jetties, pontoons and wharfs.
- The Hātea loop is a community asset loved and used by many in our community, but suggested changes and improvements could be:
 - Improve the Hātea Loop (widen, consistent, accessible, marked centre line and education i.e. signage to keep left). A need to upgrade and widen the Hātea Loop for accessibility and higher volume of users.
 - Extend loop to the Waiarohia Stream, create better connections to Hihiaua Cultural Centre and Okara Shopping Centre.
 - Conflict of users on the Hātea loop was identified as an issue. High user numbers and different transport mode conflicts between cyclists, walkers, prams and other users have been noted. Suggestions to separate and create a cycle lane have also been made.
- Second pedestrian bridge over the Hātea River to shorten the loop and connect the Hihiaua Peninsula to the future Marine hub (Pohe Island).
- Promote Pohe Island cycle hub, facilities, trails and learning facilities.
- Encourage multi-modal transport options and enable transport choice.
- Lack of pedestrian crossing for people to cross to the Town Basin. Particularly across Dent Street, in front of Pak n Save.
- There is no way to get the waterfront with public transport. In addition, the inter-city buses located at the hub do not connect to the local public transport system. There is a need to integrate the local bus routes to service the waterfront area (Dent Street/Town Basin area).
- Provide a free bus service around the loop and key destinations such as Okara Park, Whangārei City Centre and the Rose Street bus hub.
- Improve public transportation, frequency and travel routes.
- Park N' Ride facility for commuters – this could connect to the free loop bus. Possible drop off areas or Kiss N' Ride facility.
- Solve parking issues including access, number, location, signage and other mobility users/disability parking.
- Lack of e-charging facilities for e-cars, e- bikes and mobility scooters/wheel chairs. Need to provide more e-charging facilities around the waterfront.
- Foot path quality was identified as an issue. Curb cuts, inconsistent foot path treatments and broken connections are barriers for movement.
- Improve cycling storage facilities and amenities (changing/showering facilities, secure bike storage).
- Improve signage and wayfinding.
- Promote water mobility such as water taxis (Whangārei Heads, One Tree Point area, Port), ferries and cruises.
- Access to the water for water-based activities is currently constrained by tide and limited access points. Improved access to water for water sports and recreational activities.
- The Marina is full, and Hātea River is busy with boaties. More space is needed for other water-based activities.

3.1.3 Design

The waterfront is an attractive and vibrant destination which recognises and celebrates our unique Maori and European heritage. Ensure the waterfront is accessible, inclusive and distinctive with well-designed buildings and spaces to relax, sit, play, gather and interact in.

The waterfront is a hub of arts, culture and heritage. This cluster of arts and cultural attractions generates vibrancy and makes our waterfront a unique and interesting destination for many to play and visit. A successful waterfront is one that welcomes people of all ages and abilities, that recognises our cultural heritage and that acknowledges our diverse community. People want to see places, activities and amenities that are universally designed and accessible for all. There is need to provide activities which are free to the public.

Design feedback (key opportunities and issues):

- Improve lighting and safety such as making playgrounds safer e.g. fencing playgrounds/water areas
- Facilities and amenities should be inclusive, enabling all abilities and user groups to access it.
- More amenities and facilities designed for multiple uses/shared spaces.
- Build on the wide range of arts and cultural activities gives the waterfront its character and identity.
- Celebrate European and Maori heritage. Identity needs to be strengthened, complimentary and supportive the different activities.
- Views to the Hātea River, boats, Te Matua O Pohe and Parihaka where mentioned numerous times which makes our waterfront a beautiful place to be. Protect view shafts and ensure development does not obstruct views.
- Dog friendly and more amenities such as water fountains, plastic bag holders, dog park (separate large and small dogs and improve dog recreation areas.
- Enable all to access and enjoy the waterfront remove barriers for elderly and people with a disability.
- More art and sculptures around the Hātea loop.
- Ensure facilities, public places and amenities are accessible for all abilities and people.
- Unique and well-designed public spaces, streets and buildings.
- Include cultural narratives and stories into the design of public improvements/projects.
- Free activities, attractions and events.
- Inclusively designed and robust (multi-purpose) places to meet, gather and spend time in.
- More spaces for events, music and performances.
- Improve amenities and facilities in our waterfront including public toilets, water fountains, seating, changing rooms, showers and so on.
- Encourage eco-friendly buildings.
- Encourage new buildings to interactive with the public realm/street/open space.
- Improve the quality of our public spaces, streetscapes and landscaping.
- Need for more public toilets and rubbish bins (recycling facilities).
- Brighten the built form with colour and creativity such as murals.
- Beautification around the waterfront including landscaping, gardens (rose/scenery/community) as well as buildings and streets.
- Consistent design of furniture, seating, lighting, signage, rubbish bins and so on.
- Improve wayfinding and signage.

3.1.4 Natural environment

Protect and enhance our natural environment. Ensure future development, infrastructure and public improvements are responsive to climate change and hazards. Improve the health of our waterways and enhance our green spaces.

The waterfront on the Hātea River is loved by all and a natural asset which connects Whangārei City Centre to the Whangārei Harbour. The picturesque backdrop of boats on the water and Parihaka along with the Hātea loop is a key drawcard for people to meet, socialize and exercise in the waterfront.

While the Waterfront area has been significantly modified it provides a relief from the city and is a place many enjoy boat watching, sitting and relaxing. The Hātea River and views to the water and Parihaka are valued and give our waterfront its uniqueness. The waterfront is used for passive and active recreation.

Natural environment feedback (key opportunities and issues):

- The Hātea River is a high amenity area. Many love the waterfront's location on the water.
- Many are concerned with the health of our waterways. Many would like to improve the water quality of our waterways with aspirations for it to be swimmable.
- We need to respond climate change and hazards particularly flooding and sea level rise. Many support a hybrid approach of mitigation and adaptation approach.
- Improve our stormwater management such as riparian planting, litter traps, upper catchment management.
- Improve public spaces to host performances and recreational activities.
- Retain and improve green spaces around the Waterfront.
- Urban beach, possible locations could be north of the Victorian Canopy Bridge, by the pools or on the Hihiaua Peninsula by the Waka and Wave sculpture.
- Connect the waterfront more with its location using water play, splash pads, water features or fountains.
- Our natural features such as Parihaka and the Hātea River are key features which define our city and our identity.
- Some are concerned with Pohe Island and the refuse leaching into the Hātea River.
- Protect and enhance recreation/green areas (both passive and active recreation).
- Protect view corridors and visual connections to and from Parihaka and significant landmarks.
- More tree, planting and riparian planting.
- Many have said at low tide; the Hātea River is an eye sore and smells.
- Discussion around mangroves was mixed. Many support the removal of mangroves while others believe they play a habitat for bird and sea life and should remain.
- Pest control and management is needed.
- Investigate a weir / lock for the Hātea River to prevent sea level rise and increase the amenity (high tide).
- Natural environment and history of Whangārei (Maori and European) is important to acknowledge and celebrate.
- Unique and distinctive natural environment. Enhance biodiversity.
- View shafts and connection to water.
- Community gardens and fruit trees.

3.2 How can WDC and the Waterfront Precinct Plan address feedback received

Destination

- Explore and identify opportunities, such as strategic locations which could provide future activities and amenities for children, youth, and older people.
- Identify opportunities to promote unique character through design and assist in promoting the Waterfront as a destination, generate community pride and sense of place.
- Work with council planners to ensure development and activities identified can be achieved within current or future planning regulations.
- Work with Council Staff to identify and prioritise future development led by Council.
- Explore options to increase the level of service and maintenance in certain areas.
- Explore opportunities and sites for events, festivals, outdoor open-air cinema, music, concerts and so on.

Connectivity

- Support connectivity, walkability and accessibility between key amenities, attractions and destinations.
- Identify key links or routes to connect to the existing shared path network (with reference to the wider Walking and Cycling Strategy).
 - Identify suitable locations to access the water and promote water activities.
 - Support good quality design and traffic calming outcomes.
- Work with NTA and NRC to identify public transport opportunities and improve the current network.
- Identify key streets and intersections and their current and future role in the wider Whangārei network.
- Work with Northland Transport Alliance (NTA) and WDC design staff to explore and test opportunities to improve the transport network for all users.
- Support streetscape design and traffic calming initiatives for key streets and intersections (with reference to the Complete Streets Masterplan).
- Support safer pedestrian crossings and walkability along Dent Street and at key intersections.

Design

- Support good quality design outcomes through the Waterfront Precinct Plan.
- Explore opportunities with the community/businesses to empower private land owners to improve the quality of their properties.
- Explore options to increase functionality and design of public spaces.
- Explore opportunities to create a design palette for furniture, seating, rubbish bins, lighting and so on.
- Identify and prioritise projects which achieve good quality design outcomes, connectivity, activity and create safe and inviting spaces.
- Explore cultural narratives (Maori and European) that can be used as design opportunities.
- Support good quality design and CPTED (Crime Prevention Through Environmental Design) outcomes in the Waterfront to drive key actions and future investment and development by council and the community.

Environment

- Work with NRC to identify opportunities and actions to improve water quality and flood mitigation such as riparian planting.
- Work with NRC to monitor and report on environmental issues.

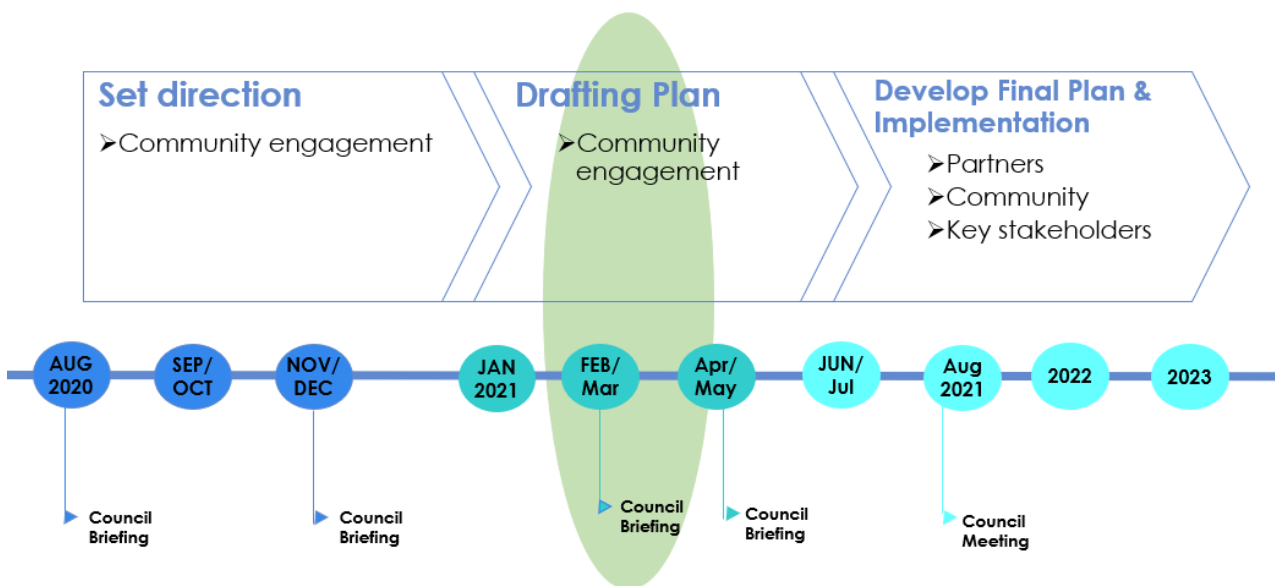
- Identify opportunities to better connect people to the natural environment visually and physically. to promote and foster protection/protect view shafts.
- Educate and promote the health of the natural environment (with guidance from NRC).
- Support and promote other council projects, strategies and actions which focus on sustainability and positive environmental outcomes (for example the Blue/Green Network, Climate Action Plan).
- Promotion of active modes of transport.
- Promote flexible/adaptable, low-cost and low-impact design/development.
- Identify health, wellbeing and recreation opportunities.

4 Next steps

With the first round of engagement completed, the next step is to begin building the first draft of the plan. This will be informed by the feedback we have heard as well as the direction given by Council in August and November. Council will have input into the draft Plan through a Council briefing or workshop in April.

The first round of engagement has shaped the direction/vision, identified key issues, opportunities and themes for the Waterfront Precinct Plan. This feedback has also assisted to identify possible actions.

4.1 Waterfront timeline



4.2 Relationship building and reporting

We have established key contacts with hapū, individuals, businesses, community and recreational groups and key stakeholders. We have established 213 contacts from our online survey. We will inform and update our key contacts on our plan development process, further rounds of engagement, and the publication of this report.

4.2 Ongoing collaboration

Collaboration between internal staff, hapū and key stakeholders will continue throughout the drafting and development of the Waterfront Precinct Plan to test possible actions and be a sounding board. Targeted workshops/meetings will be helpful to work through possible opportunities and draft actions.

Internal stakeholder engagement has been ongoing throughout the plan development process. This has included the establishment and regular monthly meetings of the Waterfront Precinct Plan Working Group,

which contains internal experts from planning, transport, parks, community development, projects, events, communications, infrastructure, customer services, property, economic development, district plan, strategy and infrastructure. Individual meetings with specific teams and individual experts have also been undertaken when required. Internally, there is a lot of positive support and buy in to this project and the process we have undertaken.

External engagement, if needed will be targeted meetings to obtain clarification, possible collaboration or support around relevant actions. We will invite key stakeholders to submit their feedback on the draft Waterfront Precinct Plan for the second round of engagement in April/May 2021.

We will aim to establish a strong partnership with hapū and involve them in the the early stages of drafting to ensure their aspirations and priorities are captured within this Plan. More work is needed to build a stronger relationship with hapū and involve them in the plan making process.

4.3 Drafting the Plan

From mid- February 2021, we will begin drafting the Waterfront Precinct Plan. This will include;

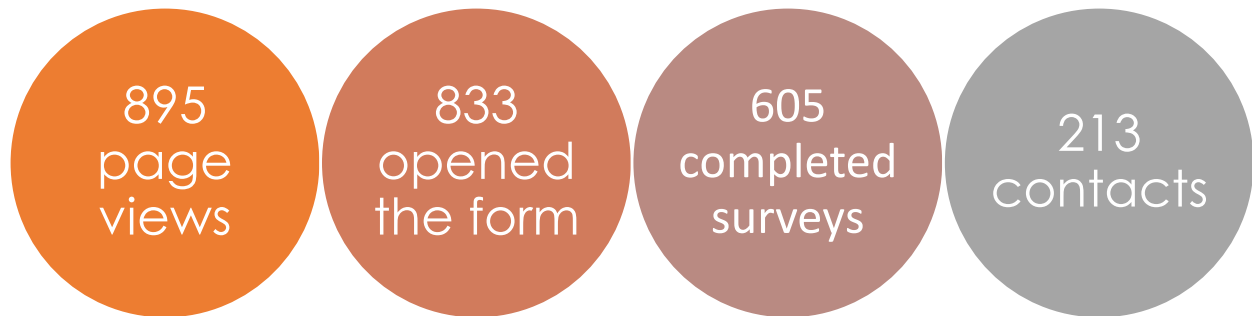
- Discussing identified issues and opportunities with relevant internal staff and link identified issues and opportunities to future/existing council projects and strategies to further support this plan.
- Begin structuring the draft Waterfront Precinct Plan.
- Development of the key outcomes and transformational moves/programmes based on the key themes and feedback.
- Development of draft short, medium and long-term actions.
- Internal discussions with the working group and relevant staff to develop and finalize details and implementation steps of draft actions.
- Conduct further spatial analysis/mapping to identify key locations, sites and areas to look at in more detail. These maps could be included within the draft Plan for further feedback.
- Continue ongoing conversations with Tangata Whenua, hapū and key stakeholders.

With the completion of the draft Waterfront Precinct Plan we will report and present the draft Waterfront Precinct Plan to elected members in April 2021 for feedback and input at a briefing or workshop. Following comfort from Elected Members, we will then go out to the community, hapū and external stakeholders for the last round of engagement in April/May 2021.

We will continue to face challenges with the possible risk of further COVID-19 restrictions. Within our process we aim to be flexible, adaptable and creative to ensure we gain the best possible outcomes for the communities we are working with, while continuing to progress with the Waterfront Precinct Plan. We will continue to learn from and document the limitations of our methods of engagement for future rounds of Placemaking planning.

Attachment 1 Online Survey results

The online survey was live from 16th November 2020 – 10th January 2021. The survey was open to all via Councils website and mainly promoted through Facebook. The questions were conversational and aimed at getting people to think strategic and aspiration about the Waterfront area.



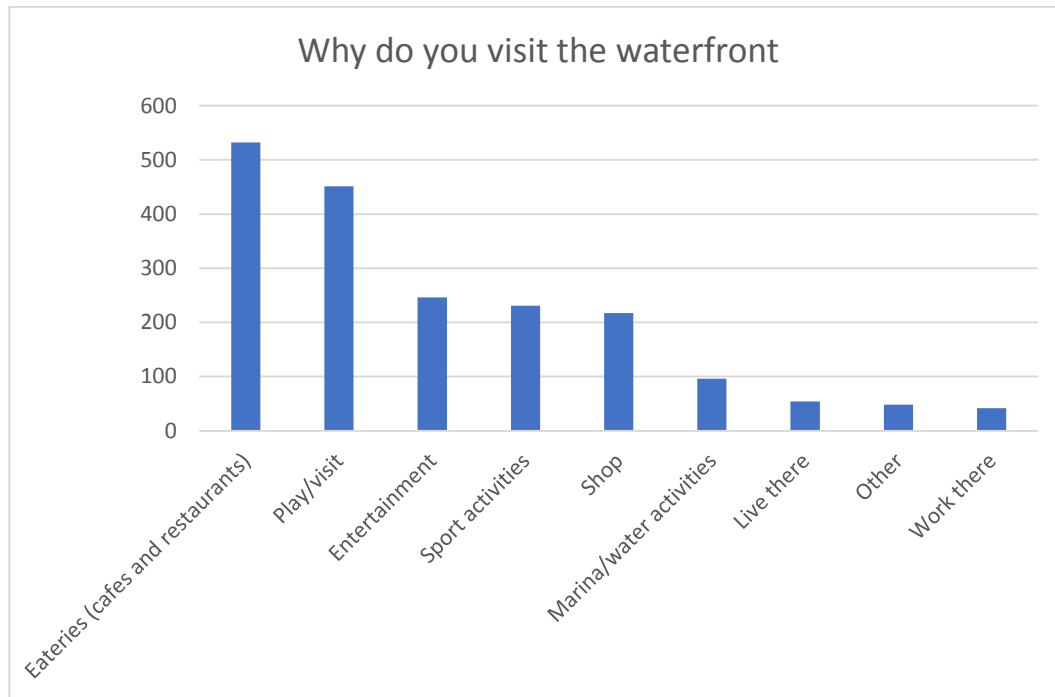
Q1 Are you a Whangārei resident?

(Closed question-605 total)

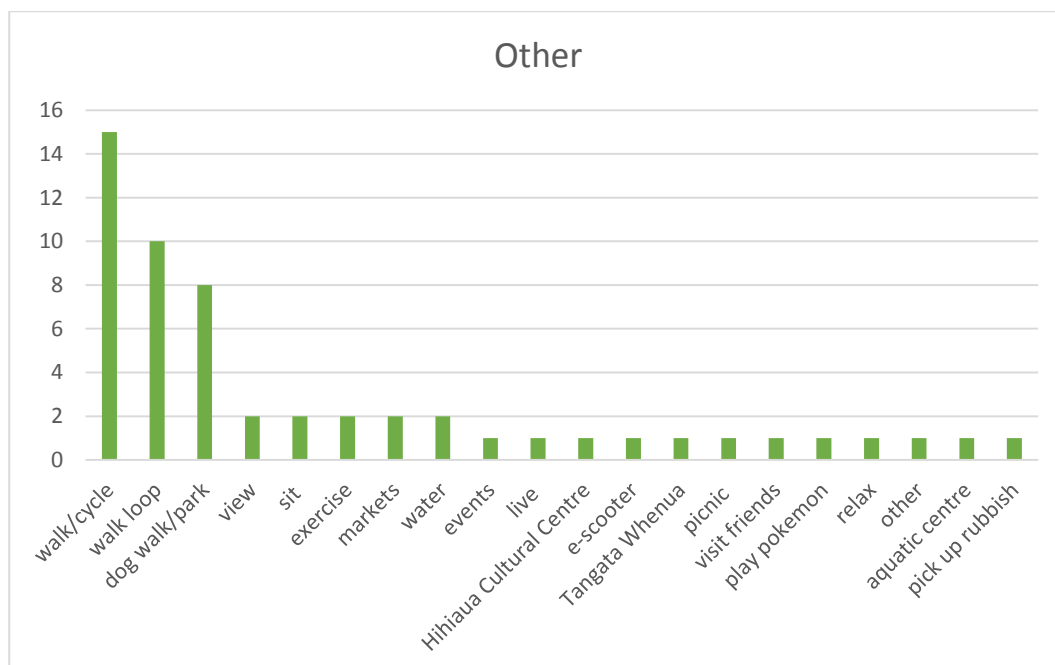


Q2. Why do you visit the waterfront?

(Multi-choice question, 1917 total)

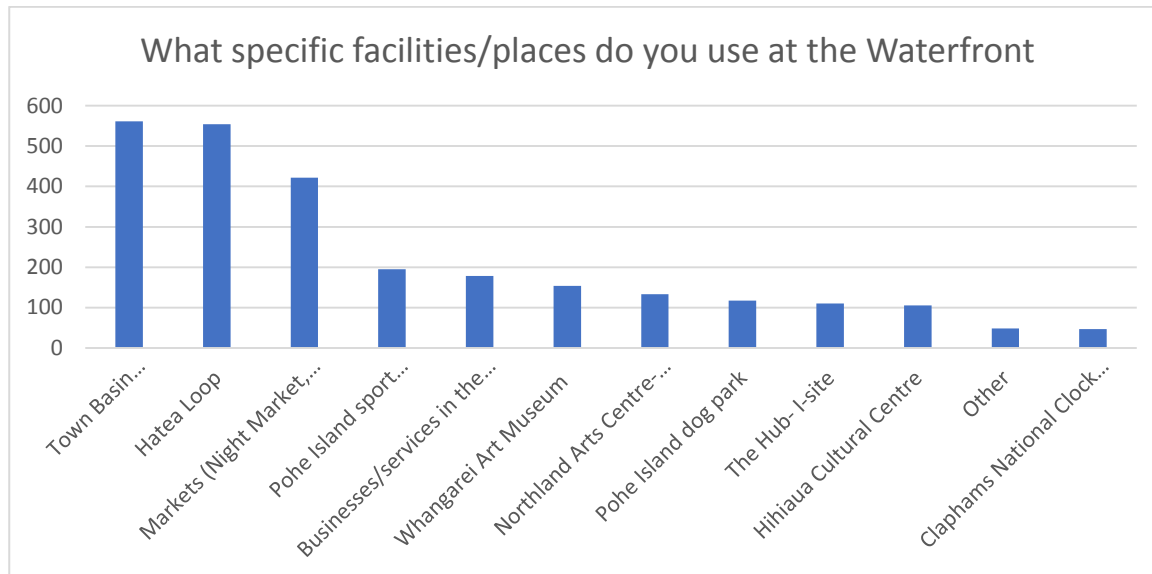


(Free text answer, 55 other)

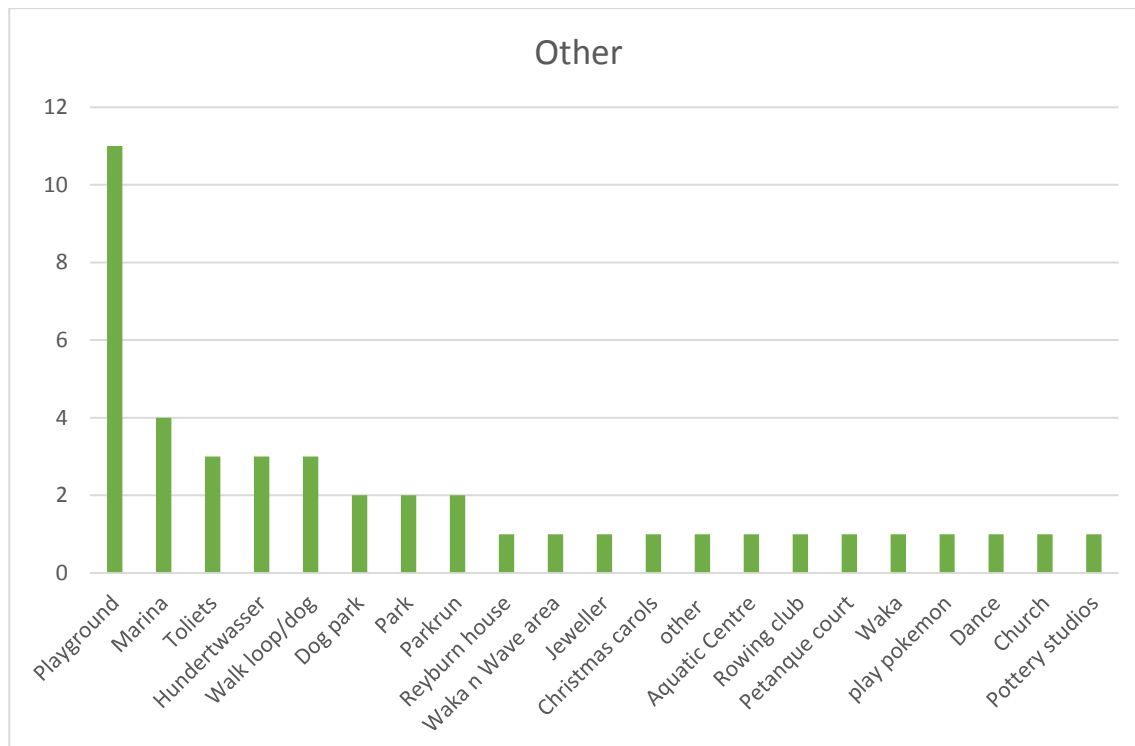


Q2a. What specific facilities/places do you use at the Waterfront?

(Multi-choice question, 2624 total)

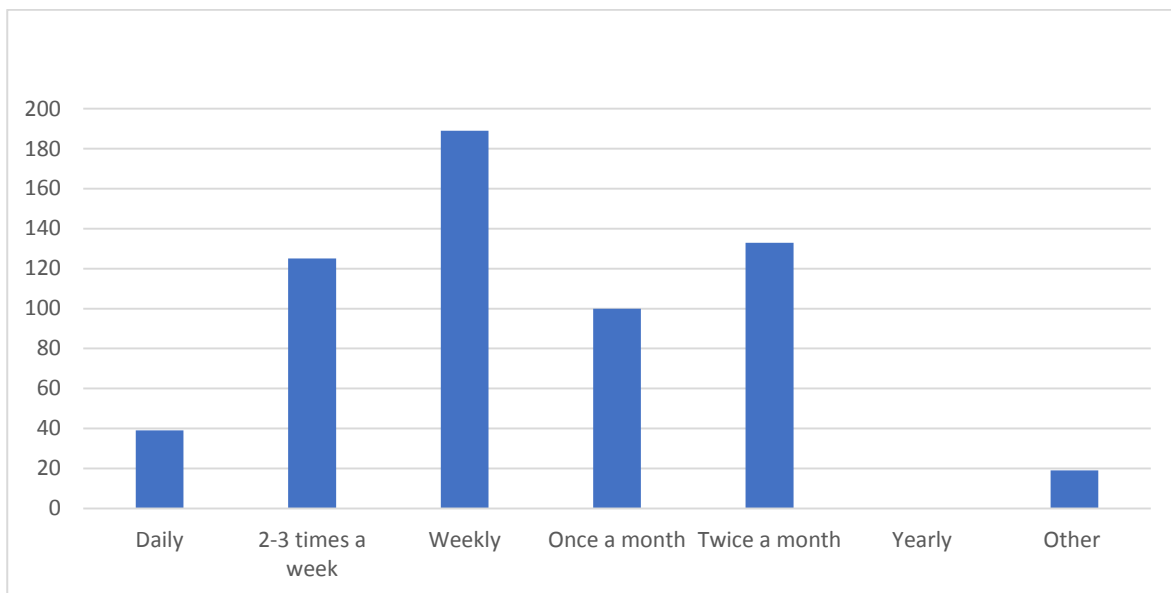


(Free text answer, 43 other)

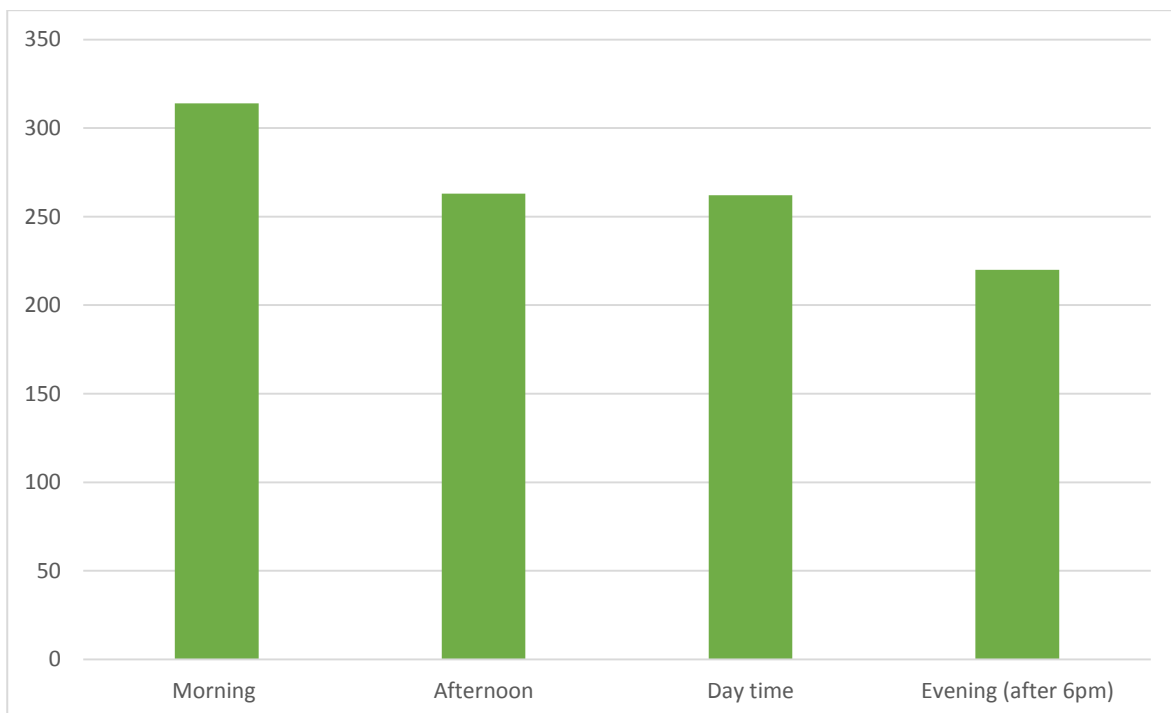


Question 2b. How often do you go to the Waterfront?

(Closed question, 605 total)

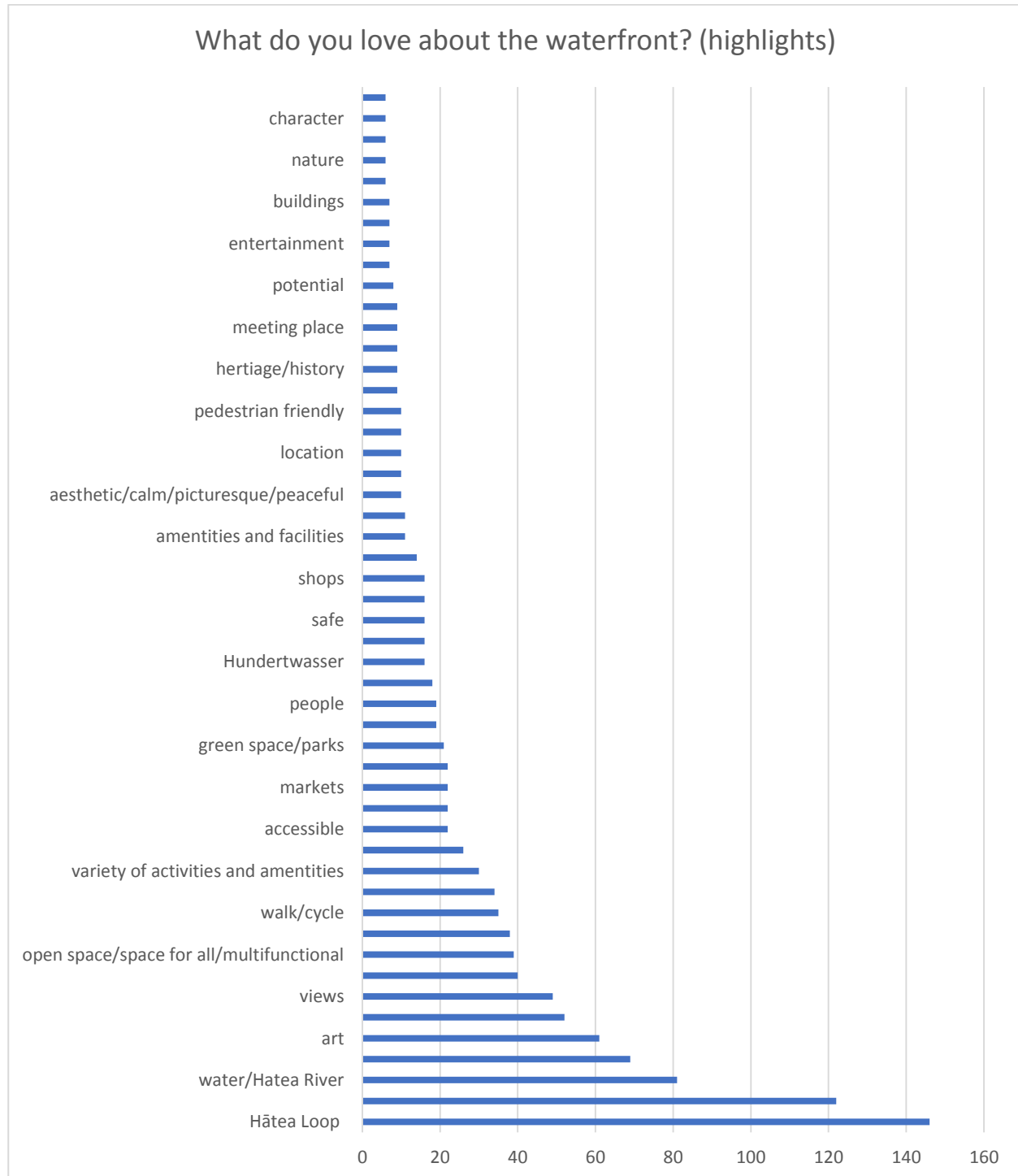

Question 2c. What time of day do you most often visit the waterfront?

(Multi-choice question, 1059 total)



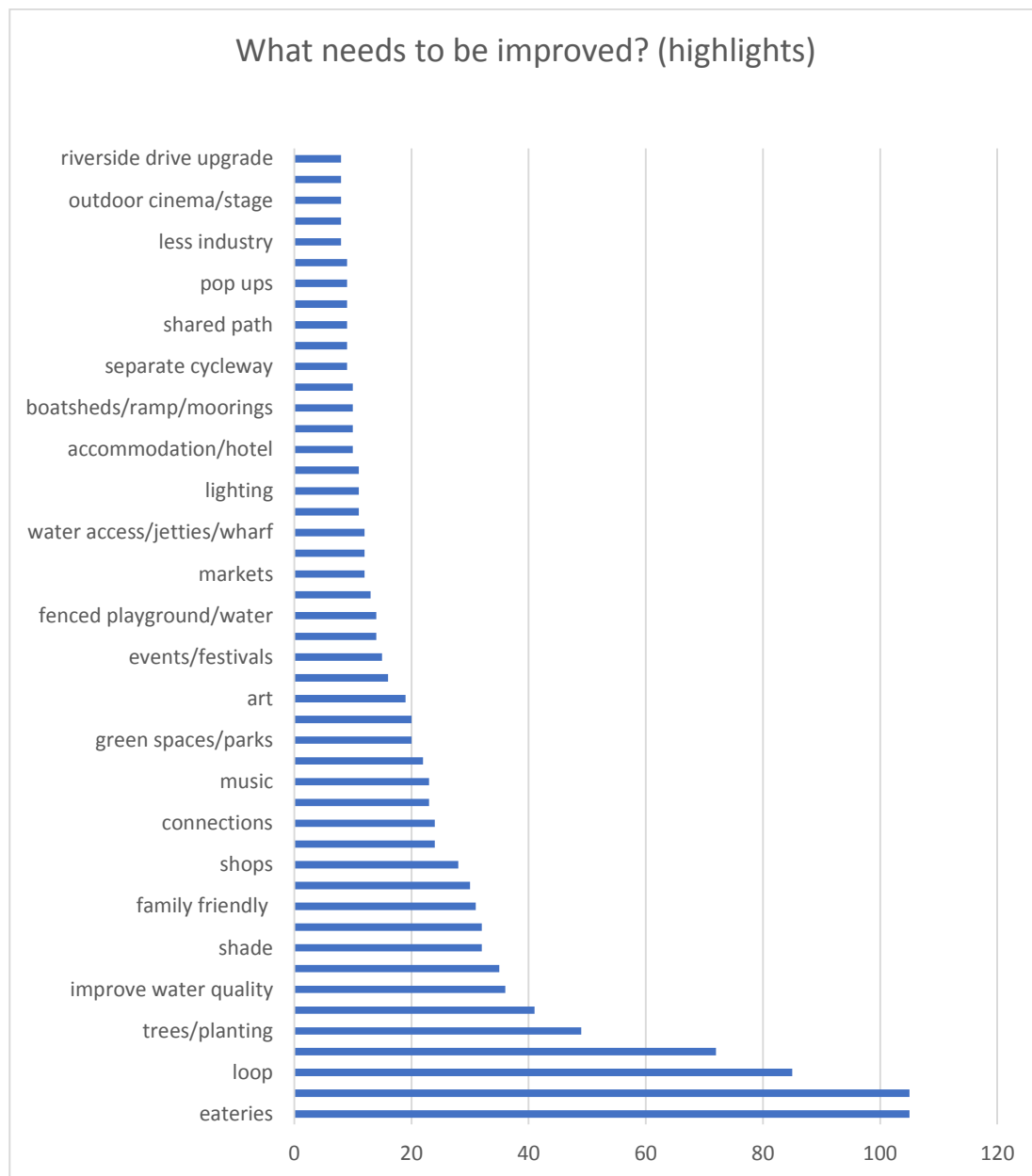
Question 3. What do you love about the waterfront?

(Free text question, 516 answered, 1444 key words/theme)



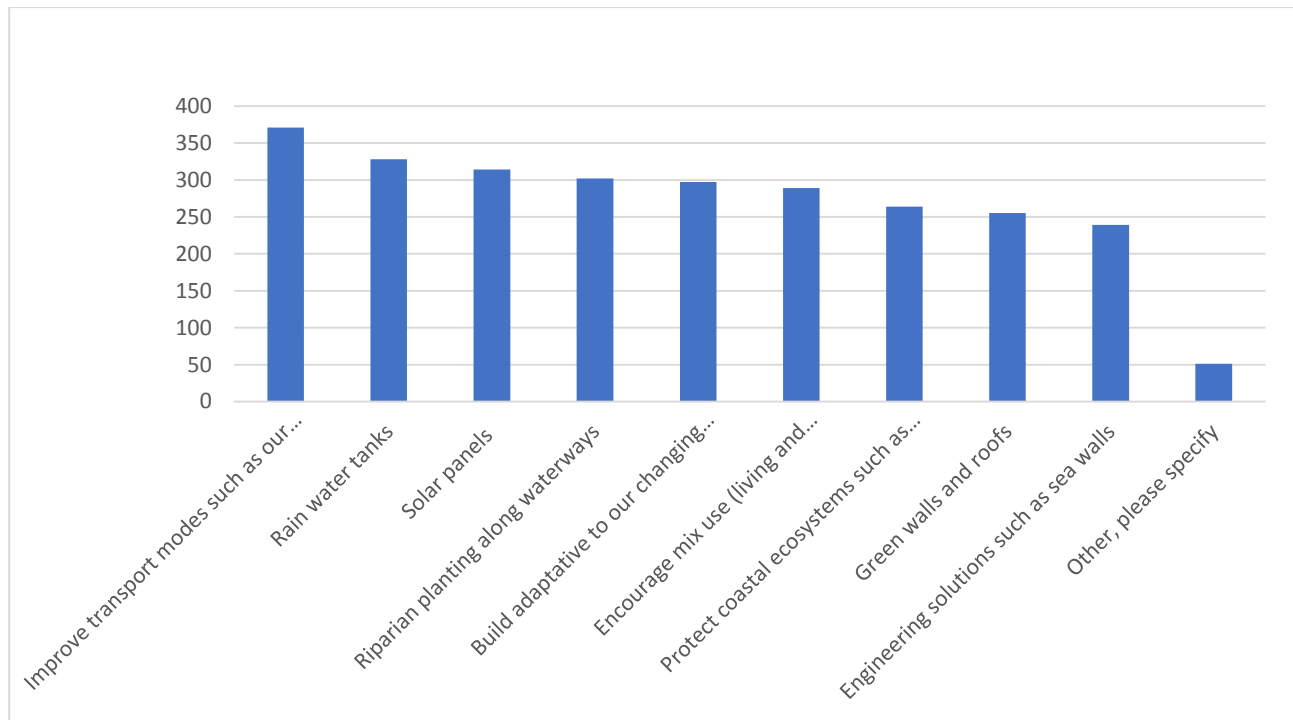
Question 4. What needs to be improved and why? Is there anything missing?

(free text question, 524 answered, 1419 key words/themes)



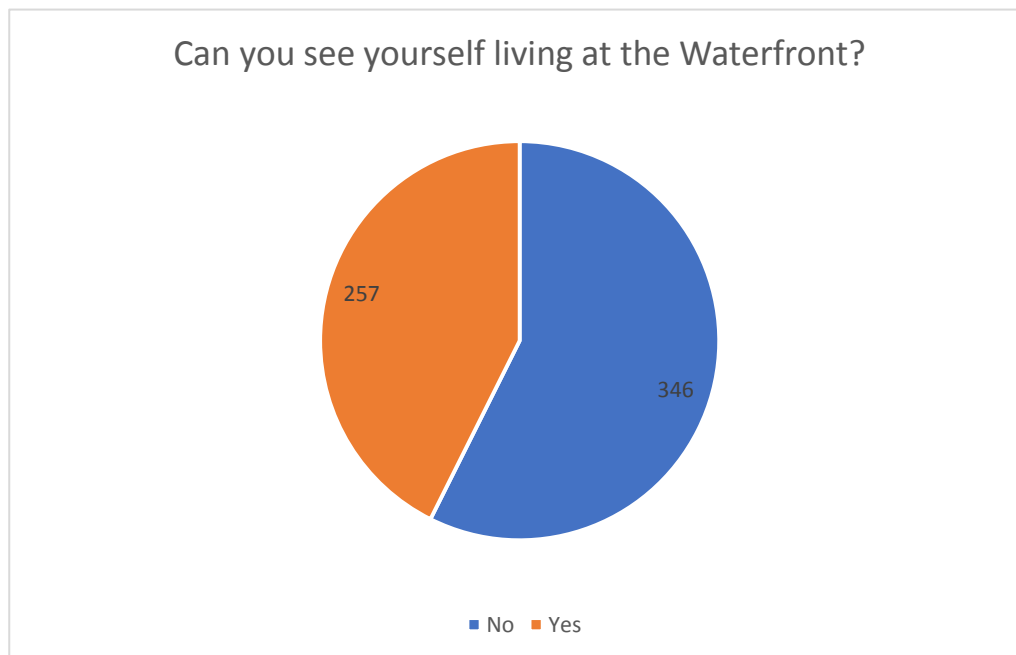
Question 5. Our changing climate and hazards (such as flooding) need to be taken into account for future development. Council is developing a Climate Action Plan. For the Waterfront, what solutions should Council consider to mitigate and adapt to Climate Change?

(multi-choice question, 2710 total)



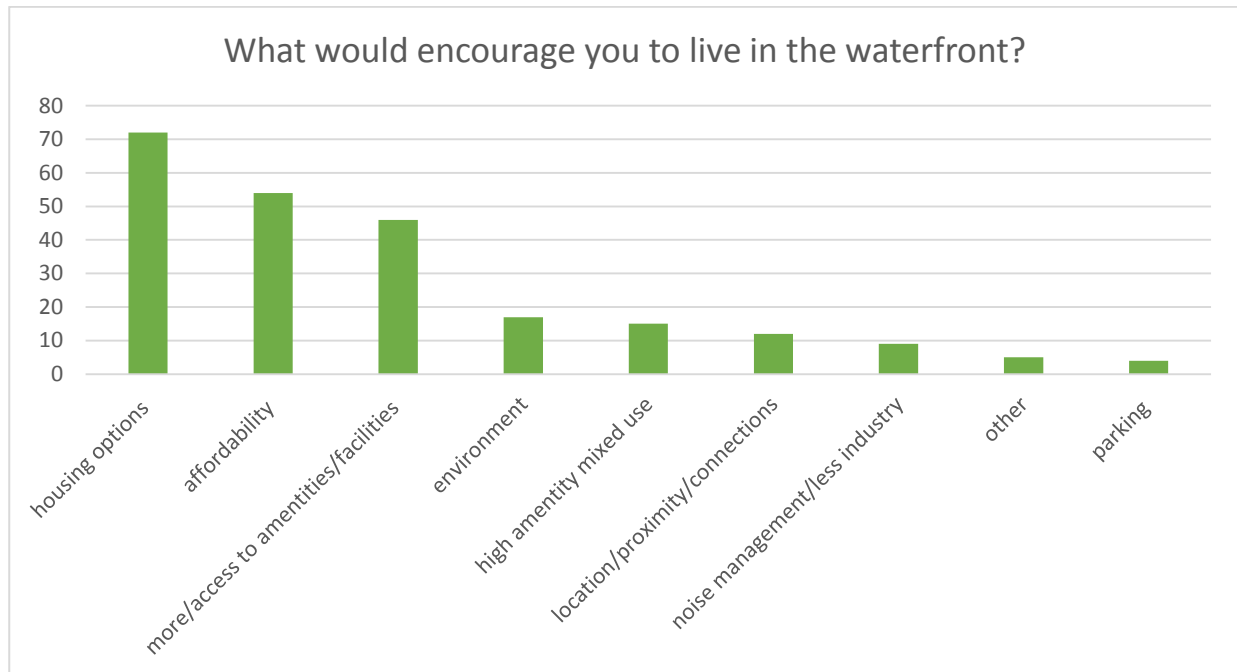
Question 6. Can you see yourself living at the waterfront?

(closed question-605 total)



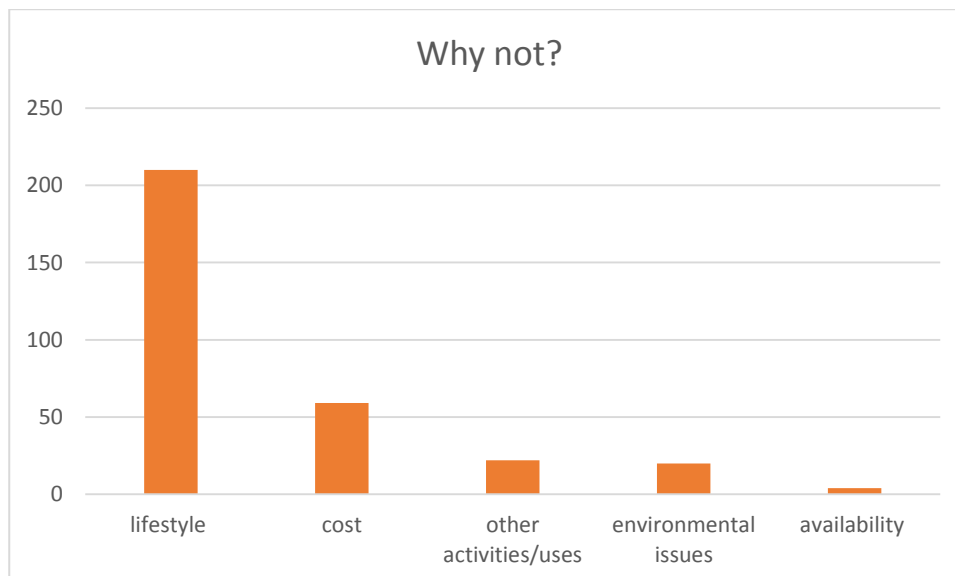
6a. If Yes was selected. What would encourage you to live in the waterfront?

(free text answer, 234 responses of 257)



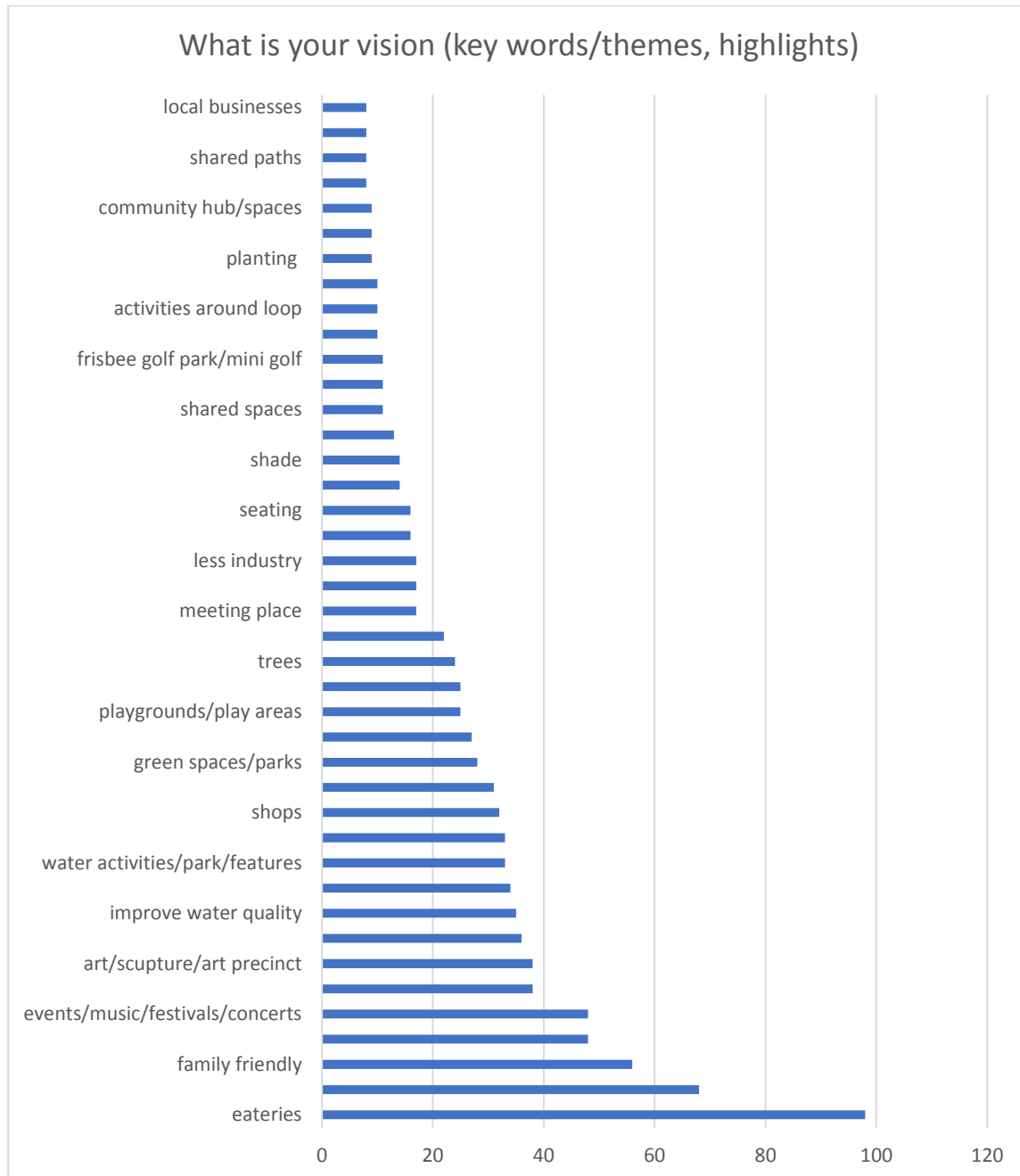
6b. If No was selected. Why not?

(free text answer, 315 responses of 346)



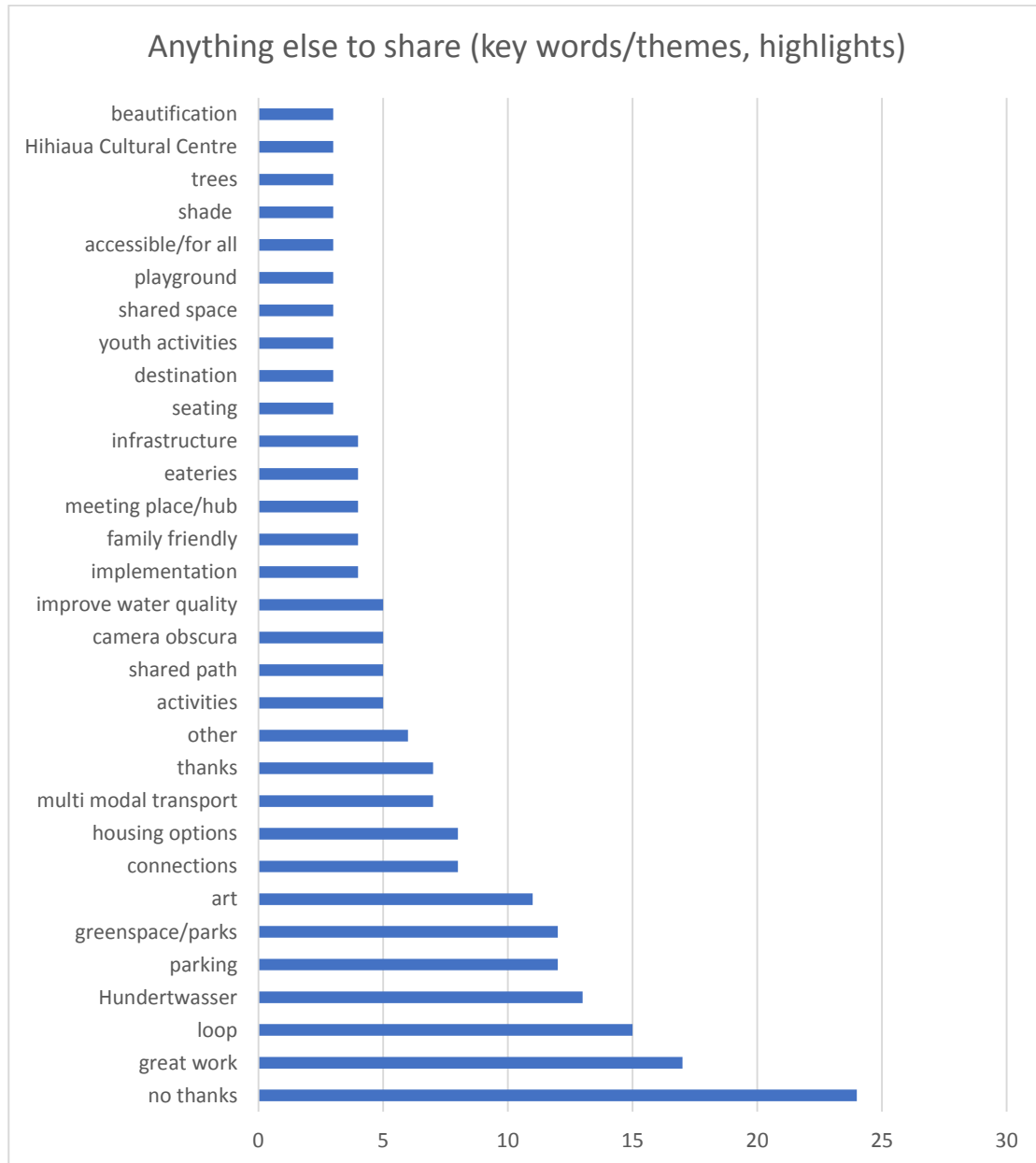
Question 7. Tell us your vision for the waterfront for the next 20-30 years! What would you like to see more of, and where?

(free text answer, 493 responses, 1410 key words/themes)



8. Is there anything else you would like to share?

(free text answer, 216 responses, 347 key words/themes)



9. Would you like to be contacted in the future about the Waterfront Precinct Plan?

213 Contacts