

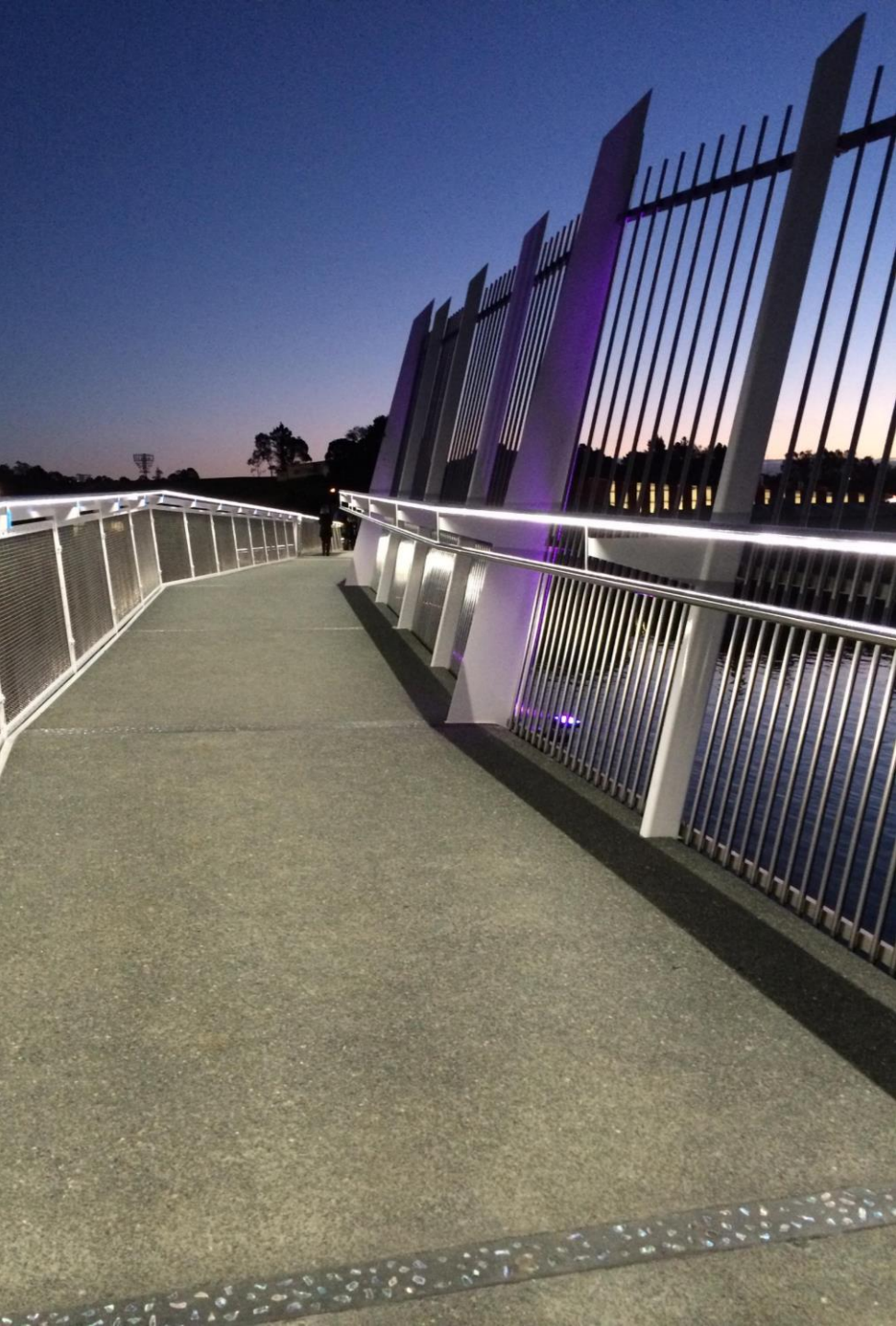


# WATERFRONT PRECINCT PLAN

## **Council Briefing**

16 February 2021





# Today's briefing

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- Present feedback from the first round of engagement
- Overview of engagement tools
- Next Steps

# First round of engagement

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- **4 weeks** (8 November – 16 December 2020)
- **Extended** online survey 10<sup>th</sup> January 2021
- **Purpose** of engagement
  - Direction setting
  - Educate
  - Receive feedback



605  
completed  
surveys

1203 social  
media  
reactions

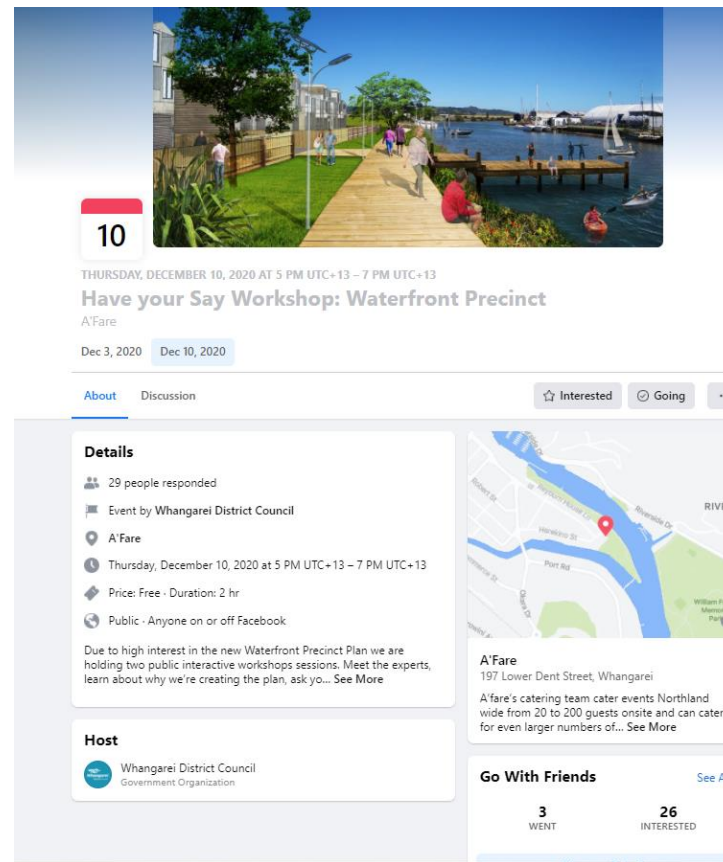
15  
workshops/  
meetings

11 market/  
library  
activations

# Engagement tools

- 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
- **Email** chain
- **Posters**
- Information **brochure** "letter drop"
- Targeted **presentations** and **workshops**
- **Meetings** upon request

# Social media



- 6 posts/threads on Facebook
- 1 Neighbourly
- 1203 reactions (likes, comments, shares)



# Community hui

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- **2** Community interactive hui/workshop
  - Held at Afare
  - 3 Dec-Morning-10-12pm  
**12** participants
  - 10 Dec- Evening- 5-7pm  
**6** participants



# Library drop-in sessions

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- Led by **Emma**
- Whangarei Central **Library**
- **8** in total
- Every Thursday 11-12pm and 5pm-6pm in November 2020.

# Targeted presentation and workshops

- WDC advisory groups
- 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 NDHB, Mahitahi Hauora, Sport northland, Parafed Northland and WDC staff

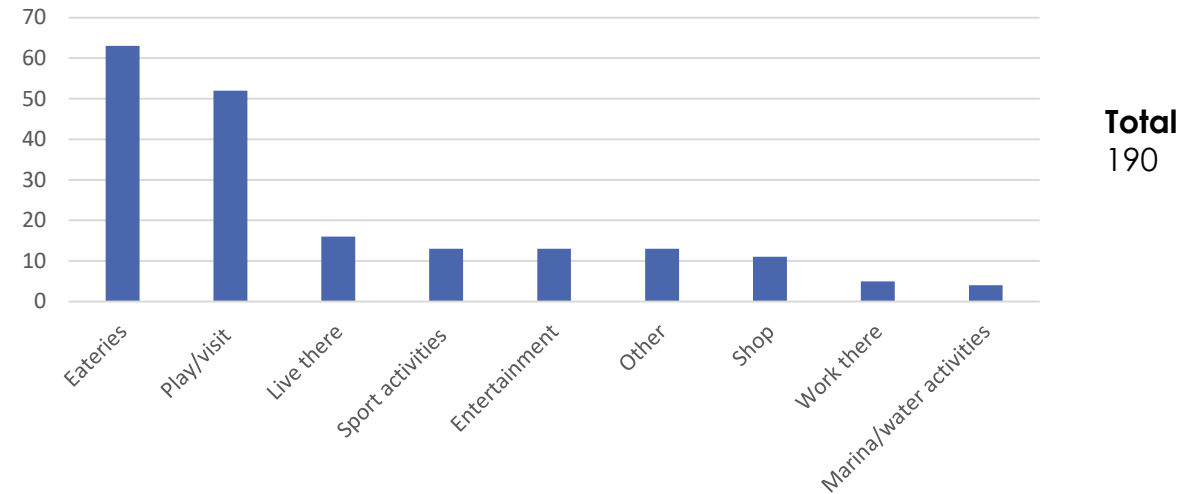




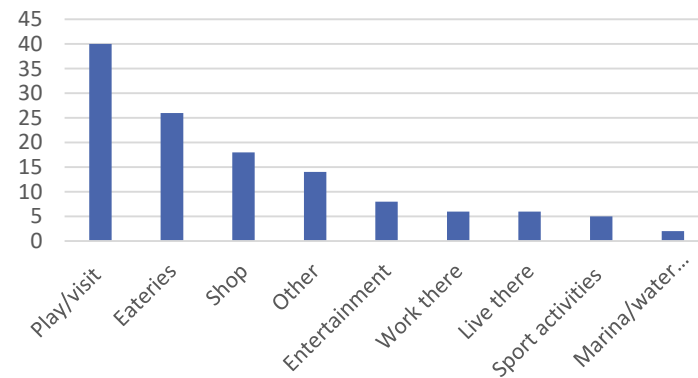
# Market activations: Why do you visit the waterfront?



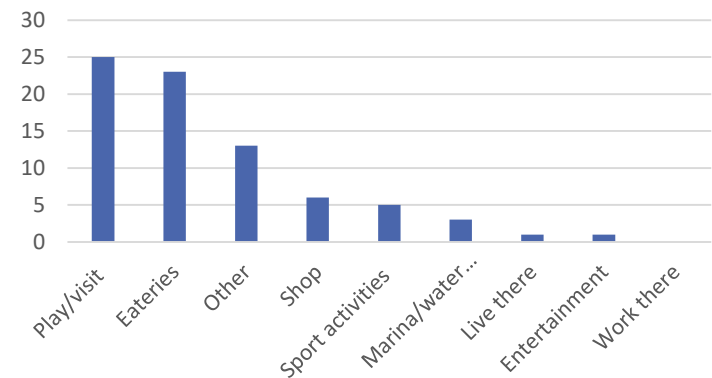
Night Market 20.11.2020



Artisan Market, 21.11.2020



Artisan Market 12.12.2020

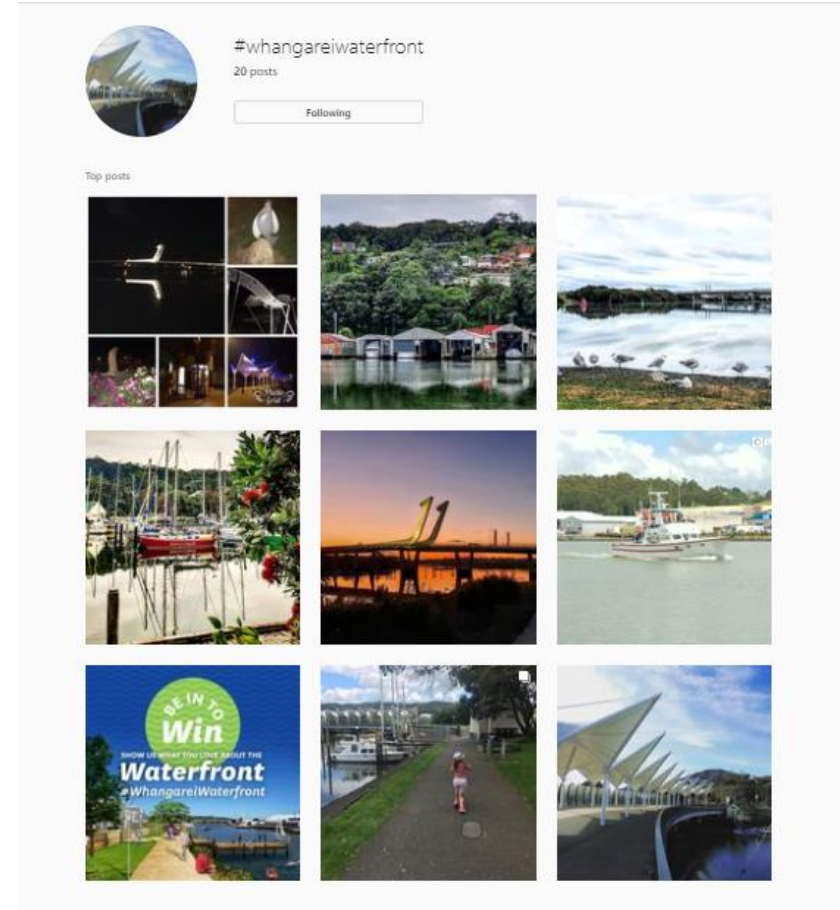


# Instagram competition



**"Show us what you love about the Whangarei Waterfront"**

8 entries  
winner (top left)





# Online survey



- 895 page views
- 833 opened the form
- 605 completed survey
- 213 contacts

The online survey **asked:**

- Why and when do you visit the waterfront?
- What do you love about the waterfront?
- What needs to be improved?
- Climate change
- Waterfront living
- What is your vision?

# Key themes

- From the feedback received, there were 4 themes identified. These are;
  - Destination
  - Connectivity
  - Environment
  - Design



# Destination for all

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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.

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- More diverse and well-designed activities, facilities, and amenities to cater to all needs in the community as well as attract visitors.
- Strengthen connection to the water setting, access, water activities hub
- Relocate light industry/redevelopment (housing, apartment, events centre)
- Meeting place, hub and multi-purpose spaces (BBQ, shade, picnic area)
- Diverse mix of eateries, shops and attractions
- Night life, events, festivals, music, markets, pop up areas (entertainment)
- High quality public spaces, playgrounds, recreation areas
- Unique built and natural heritage
- Strong sense of place and cultural identity, celebrate European and Maori
- Support for Hihīāua Cultural Centre, new marina and Oruku Landing
- Redevelopment of the Town Basin



# 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.

- Improve the connection between the Town Basin and Whangarei City Centre.
- Second Hātea pedestrian crossing
- Improve water access
- Hātea Loop widening and improving the experience (consistency and accessibility)
- Improved connectivity to the existing shared path network (walking and cycling) connections.
- Promote multi-modal transport options and enable transport choice
- Parking, number of parks, their location and accessibility parking (better parking for the disabled and families with young children).
- E-charging facilities for e-cars, e- bikes and mobility scooters
- Signage and wayfinding
- Water mobility (water taxis, ferries and cruises)







# Natural environment

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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.

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- Unique and distinctive natural environment
- High amenity area, natural setting/features
- Improve green spaces, trees, planting, landscaping, community gardens/fruit trees
- Respond (mitigation/adaptation techniques) climate change and hazards
- Improve water quality and access to water (such as wharfs, jetties and pontoons)
- Improve stormwater management and pest control
- Enhance biodiversity
- Dredging of the river and mangrove removal
- Investigate a weir/lock for the Hātea River

# Design

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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.

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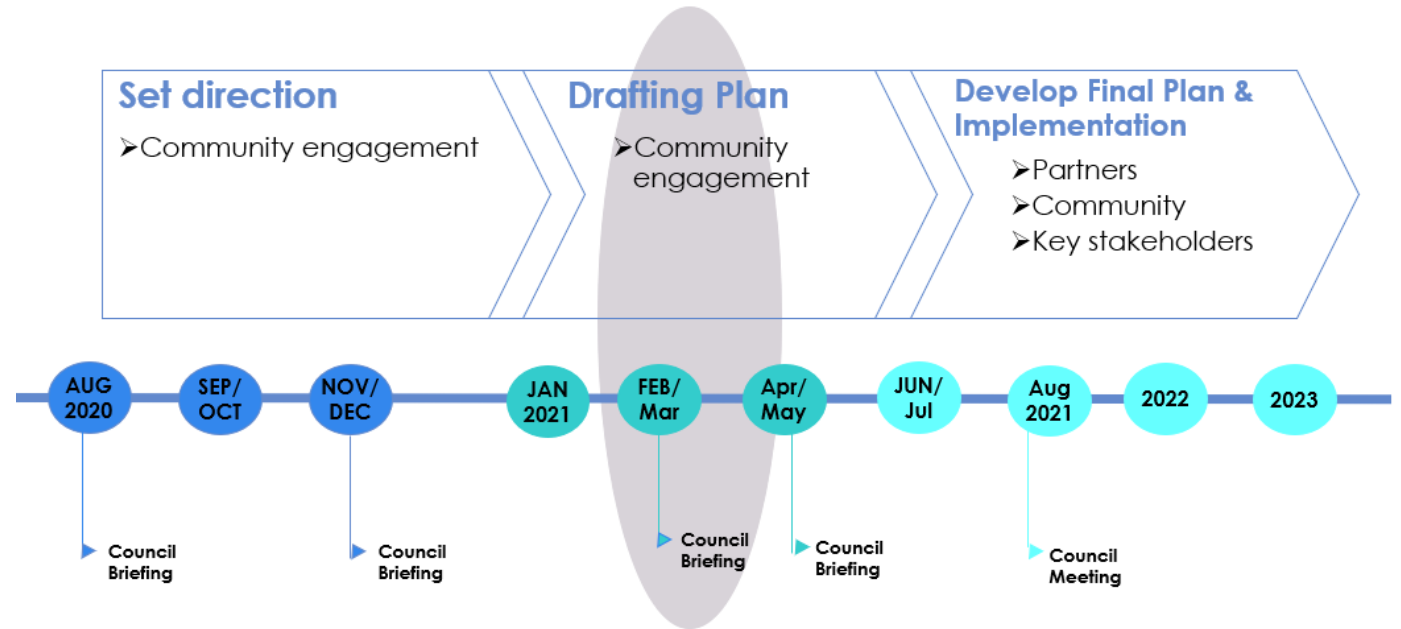
- Facilities, places and amenities that are accessible for all people and user groups
- Unique and well-designed public spaces, streets and buildings
- Build on arts and cultural activities which gives the waterfront its character and identity
- Free activities, events and attractions
- Inclusively designed spaces/places
- Improve safety, lighting
- Improved amenities and facilities
- Wayfinding and signage
- Consistent design palette
- Beautification





# Next steps

- **Building** first draft
  - Shaped by first round of engagement and direction given by Council
- **Update** contacts/reporting
- Ongoing **collaboration**
- Council input in April
- Second round April/May



# Thank you

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- Pātai/feedback

