

HASTINGS DISTRICT COUNCIL WAIMARAMA COMMUNITY PLAN 2013



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MAYORAL MESSAGE



Tena koutou

I am delighted to present the Waimarama Community Plan. This is a product of your vision and the contributions you have made through the many consultation opportunities and meetings that we have had together. Council has also received valuable feedback from the community through the survey. The development of the plan has given us the opportunity to build a relationship between the Council and the community that will be extremely valuable in the future.

Waimarama is iconic to Hawke's Bay and is recognised as being the premier coastal location in the region. Underpinning this is the mana whenua, as their relationship with the resources and the natural environment are key to the spirit of Waimarama.

The community's vision is that this unique environment should be preserved and that all development should be sustainably managed. The plan has a central goal of producing a framework that will make Waimarama an even better place to live and visit.

Working together during the development of the plan has allowed Council to respond quickly to some of the issues that have been raised. Some aspects of traffic safety around the area have already been addressed while other priorities including water management need further consideration. Advancing the development of a reliable water supply will be worked through with the hau kainga as well as the wider community.

Council will continue to work closely with Mana Whenua and the community as we implement the concepts which are contained in the plan. I am delighted to have been part of this journey and would like to congratulate the whole community on your input into the plan. I know that the next steps will be exciting and look forward to watching the future progress of this wonderful coastal settlement.

Ka nui nga mihi ki a tatou katoa, tatou, tatou, na

Lawrence Yule Mayor

INTRODUCTION

Council in its 2012/2022 Long Term Plan resolved to develop a community plan for Waimarama – the 'Waimarama Community Plan' (the Plan). The purpose of the Plan is to provide a framework to meet the needs of the community for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost effective for households and businesses. The goal is to achieve what the community wants for Waimarama, now and in the future.



THE PLAN

- Is informed by, and owned by, the people of Waimarama.
- Expresses how Waimarama fits into the context of the wider Hastings District.
- Integrates short and long term actions to produce the best outcomes for Waimarama.
- Articulates how the aspirations can be fulfilled.
- Highlights the key activities that individuals or the community will deliver.
- Highlights the key activities and initiatives that will be instigated by Council, and aids Council to plan its long term work programmes.
- Highlights the key activities and initiatives that other agencies, groups or organisations will deliver.
- Includes a robust monitoring and reporting regime.

The Plan reflects Community Outcomes as set out in the Council's 2012/2022 Long Term Plan.

OUR COMMUNITY OUTCOMES

GREAT LIVING, FOR A SUSTAINABLE FUTURE

We will progress as town and country together and sustain our natural resources, enhance our valued lifestyle, culture and heritage, and build a strong ecomony and community founded on innovation and partnering for sucess. Hawke's Bay will be the premier land-based production region of the South Pacific.

Resources we need

A nurtured environment for future generations through care, protection and best use of resources.

- Best use of productive land
- Healthy drinking water and wise water use
- · Managing negative impacts on people, air, land and water
- Wasting less
- Energy efficiency and choices

Where we live

Neighbourhoods which provide a safe, healthy, vibrant and attractive place to live and work.

- Attractive location to live
- Diversity in housing choice
- Attractive and useable public spaces
- Safe, multi-functional urban centres and neighbourhoods
- Connected open space
- Urban areas resilient to hazards and shocks

Our lifestyle and people

A place full of life, opportunities and activities, where we work together, have fun and embrace the diversity of our people.

- Places and spaces for learning and interaction
- Places and spaces for recreation and fun
- Strong District identity
- People at the centre of planning and services
- Effective working relationships with mana whenua
- Young people connect and develop positively within the community
- · Appropriate services and facilities for an ageing population
- A future we can fund

Moving around

Safe, enjoyable, quick and clean transport options that will enable our communities to stay connected.

- People move around safely
- · Attractive and safe walking and cycling environment
- Accessible transport options
- Efficient movement of goods

Our economy

Shared economic prosperity, built on traditional strengths, new opportunities and the development of our people.

- Enhanced traditional economic base
- New and diversified business investment
- Appealing visitor destination
- Skilled and enterprising people
- Responsive Council services

HISTORY OF WAIMARAMA

Waimarama was named in antiquity for the spring that brought

sustenance and wellbeing. It is said that the water of this spring was of such quality that like a crystal ball it could reflect and foretell the future. The high priests who arrived here aboard the sacred cance Takitimu also became entranced and stayed on to establish the famed school of the arcane arts at Paewhenua.

Waimarama, with its north facing aspect, gentle seas and easy boat access first became a favoured homeland area for members of the Rangitane tribe. The island jewel, Motu o Kura is named for the heroic Kura and the aristocratic, highborn Rangitane princess, Hinengatiira would forge a dynastic alliance with the Kahungunu invader when Hakikino fell in the early 1500s. Her marriage guaranteed safe passage for her people and ensured that all of her many descendants, including those in Waimarama today, would be irrevocably linked to the Ngati Kahungunu tribe.

In 1769 Captain Cook arrived in Waimarama. Soon after, the whalers came and established their whaling stations along the coast. They were followed closely by missionaries intent upon saving souls for their respective churches and from the 'debauchery' of the whalers.

In 1840, the Treaty of Waitangi was signed by the Waimarama chief Harawira Mahikai Te Tatere along with two others at Waipureku near Clive. The signing had no major impact upon the people of Waimarama as the great Waimarama chief Tiakitai, older brother of Harawira, was busily engaged in dealing with northern tribal invaders bolstered with 'muskets'. They actually arrived in Waimarama, at Puke Tapu.

Ngati Kahungunu did survive along with the people of Waimarama. Tiakitai died at sea and it was left to his brother Harawira, who survived him by some 50 years, to oversee the great changes in Waimarama that would follow.

In the 1860s the Waimarama Block, some 35,000 acres, was leased to two European farmers. By the latter part of that century this block would be partitioned further between Gertrude Meinertzhagen and G P Donnelly.

In the early 1900s we saw the breakup of these large farming stations and the creation of the beach settlement area in 1911. With improving road access and communication it was inevitable that the beach settlement would grow. The Waimarama Native School was opened in 1906 and catered for both Maori and Pakeha.

The promotion and development of Waimarama as a beach lifestyle area has continued on since then. Access to the beach has been improved with the establishment of the 'domain' and the 'Waimarama Surf Life Saving Club' was established in 1950.

Waimarama today remains a special area and 'the north facing aspect, gentle seas and easy boat access' are as compelling reasons today for all of the people who call Waimarama home as they were to the first Rangitane settlers those many centuries ago.

Robert MacDonald (April 2013)





ABOUT WAIMARAMA



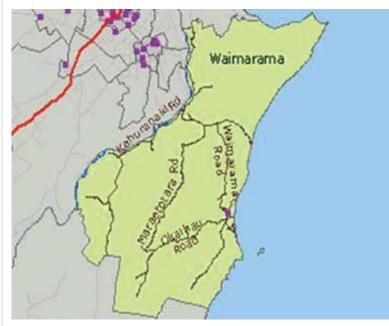
LOCATION

Waimarama is geographically extensive as well as coastal. A sizeable part of the population is concentrated in the small coastal settlement of Waimarama beach, located approximately 27 kilometres southeast by road from Havelock North, lying on a narrow strip of flat land, with steep hills surrounding the community to the west, south and north, and the coast to the east.

Maori land in larger holdings features throughout the area, and includes whanau occupation and farming activity.

Pastoral activity accounts for rural housing.

Waimarama Census Boundary 2006



COMMUNITY DEMOGRAPHICS

Waimarama settlement is a mainly coastal, holiday home location, although the number of permanent residents is increasing; mainly persons who are retired, work from home, or commute to the main centres for employment. It is also a farming community. Significant Maori land ownership continues following European development. The population increases over the summer months (possibly an increase of 3 to 4 times) due to the influx of holidaymakers.

The 2006 Census reports that 1,020 people usually live in Waimarama in approximately 320 households. This is a population increase of 171 people, or 20.1%, since the 2001 Census. Waimarama has 0.7% of Hawke's Bay Region's population.

The Waimarama population is structurally younger than the Hawke's Bay Region population with more young people and fewer old people. As at 2006, people aged under 15 years comprise 25% of Waimarama's population, compared with 23% for all of Hawke's Bay Region. Only 8% of people in Waimarama are aged 65 years and over, compared with 14% in Hawke's Bay Region.

There is a higher percentage of European population in Waimarama than overall in the Hawke's Bay Region. In 2006 persons citing their ethnicity as European comprise 71% of Waimarama's population compared to 68% for the Region. Waimarama's Maori population at 22% is consistent with the total Maori population of 23% in the Region.

COMMUNITY SOCIO-ECONOMICS

The people of Waimarama have a higher overall level of education than for all of Hawke's Bay Region with 42% of people aged 15 years and over having a post-school qualification, compared with 36% for all the Region. Conversely, in Waimarama, 20% of people aged 15 years and over have no formal qualifications, compared with 31.0% for Hawke's Bay Region as a whole.

The education levels are reflected in the higher median income where, for people aged 15 years and over, the median income in Waimarama is \$25,200 compared with a median income of \$22,600 for all of Hawke's Bay Region. In Waimarama, 19% of people aged 15 years and over have an annual income of more than \$50,000, compared with 14% of people in the Hawke's Bay Region.

In Waimarama, 46% of households own their dwelling. This is lower than for the Hawke's Bay Region as a whole where 55% of households in own their dwelling. The lower home ownership level is influenced by the higher number of private occupied dwellings in Waimarama that are owned by a family trust, approximately 26%, which is more than double that of the overall Region which has approximately 12%. When privately owned and trust owned dwellings are combined then Waimarama has a higher level of home ownership than the overall Region.

The New Zealand Index of socio-economic deprivation positions Waimarama at level four out of ten levels (the lower the score the better the socio-economic position). This score is reflective of the higher education and income levels of the Waimarama population. However, the community is likely to have residents at both extremes of the socio-economic range.

DEVELOPMENT OF THE WAIMARAMA COMMUNITY PLAN

Community consultation, where the community is 'listened' to and not 'told,' is central to the development of the Waimarama Community Plan.

Accordingly, a consultation process was developed to acknowledge the unique character of the Waimarama community. This uniqueness arises from the diverse nature of the community which includes: the Waimarama township, characterised by its mix of permanent residents and non-permanent holiday home owners; the high number of short term seasonal visitors; the expansive rural community; and the strong history and cultural legacy of the hau kainga.

The first stage of public consultation took place in October and November 2012. This included an initial meeting at the Waimarama Marae with 16 invited persons to account for specific community interests. The purpose of this meeting was to identify key issues. This was followed by open public meetings in Hastings and Waimarama attended by 36 and 45 members of the public, respectively. A postal survey was conducted to provide all permanent residents and non-permanent residents with the opportunity to participate and to account for those who did not attend any of the public meetings; 117 persons completed the survey.

In November and December 2012, one-on-one meetings were held with a small number of people identified through the public meetings. These meetings sought to further explore specific matters they had raised at the meetings.

In the meantime Council's website 'my voice, my choice' was available as a further forum for the community to contribute to the Plan.

In December 2012 a newsletter briefly summarising key points was posted to all Waimarama residents. The public had a further opportunity to contribute to the Plan at the Waimarama Beach Day on 13 January 2013.

In February 2013 a further newsletter was issued advising that the consultation reports were available for viewing on Council's website. Two further public meetings held on 18 March 2013 at Hastings and 20 March 2013 at Waimarama where key issues arising from the consultation reports were discussed. To ensure that mana whenua issues were taken into account the hau kainga requested a hui, open to all members of the public, be held at the Waimarama Marae on 18 April 2013.

In June 2013 a newsletter was sent out advising all residents and property owners that a draft of the proposed Plan was posted on Council's website for public consultation. Feedback on the draft Plan was invited from all members of the public.

The Community input came from residents, permanent and non-permanent, who own property in the coastal township. However, rural residents and land owners from outside the township also provided input and many of the issues raised are to be considered in the context of all of Waimarama and not just the township and immediate surrounds.

A further factor is that the future of Waimarama should also be considered in the context of Hastings District's and New Zealand's coastal strategies. Summaries of two important strategic reports are appended: Appendix 2 provides a summary of Hastings Coastal Environment Strategy and Appendix 3 a summary of New Zealand Coastal Policy Statement 2010.

VISION WAIMARAMA IS:

- The premier coastal recreational location of the region where its natural resources are valued and enjoyed by residents and visitors.
- A place where the cultural and historical association of Maori is recognised and celebrated.
- A peaceful place whose aesthetic features are acknowledged and appreciated.
- A place where sustainable practices protect and enhance the natural environment.
- Developed in a way so that future growth retains the unique character and identity that is Waimarama.



OCEAN BEACH

PURPOSE AND OBJECTIVES OF THE PLAN

PURPOSE

To provide a framework to meet the needs of the community for good quality local infrastructure, local public services, and performance of regulatory functions in a way that is most cost effective for households and businesses

OBJECTIVE 7

To preserve and enhance the natural character of the coastal environment

OBJECTIVE 2 To develop environmentally sustainable infrastructure

OBJECTIVE 1

To have a sustainable

water strategy

OBJECTIVE 6 To have attractive, accessible and well utilised reserves

OBJECTIVE 3 To foster a safe environment for those living and visiting Waimarama

OBJECTIVE 4 To support and enhance the social and economic requirements of the community OBJECTIVE 5 To promote opportunities for Council and mana whenua to work in partnership

HOW THE COMMUNITY SEES WAIMARAMA, NOW AND IN THE FUTURE

Public consultation helped shape our understanding of the community view of Waimarama now and in the future. The table below summarises responses from the November 2012 postal survey. Issues are listed in descending order based on the number of times they were mentioned in the survey.

Things the community like most about Waimarama	How the community would like Waimarama to be in 10 years' time	Most urgent issues that need to be addressed in Waimarama to make it a better place to live and visit
Community/atmosphere/holiday location/ small size/relaxed/rural	Unchanged/same as it is now	Traffic/roads/footpaths/cycleways
Beach	Restricted building developments	Water supply
Ocean/fishing/surfing/boating/swimming	Small size/community feel/ safe/peaceful/ quiet	Sand dunes/bund/erosion
Facilities	Clean environment/green spaces/parks and reserves/trees	Reserves
Location	Holiday/beach feel	Beach/river maintenance/access
Green spaces/domains/parks	Improved infrastructure	Community hall
Quiet/peaceful	Increased/improved activities/facilities	Stormwater/wastewater/flooding
Scenery/island/landscape/beauty/space	Restrictions on vehicles/animals on the beach/beach access/sand dunes	Rubbish/recycling/green waste
Non-commercial/undeveloped	Erosion [protection in place]	Developments
Activities - walking/cycling		Police/safety
Good public access		Amenities
Home/family home		Vehicles on Beach

Full details of the public consultation outcomes can be found at: www.myvoicemychoice.co.nz/waimarama-plan

PRIORITIES AND ACTION PLAN

The Waimarama Community Plan is a catalyst for Council and the community to facilitate change.

Accordingly the objectives have been operationalised in an Action Plan. A summary of the key issues, the objectives linking to the issues, and actions are provided on the following pages.

WATER: SUPPLY, STORM AND WASTE

Water supply is a significant issue for the community with calls for the Council to have a sustainable water supply and to improve water quality and pressure. Supply limitations mean that Council may impose water restrictions during peak periods. The community overall is supportive of exploring initiatives for conserving water. The moratorium on new dwellings connecting to Council supply is supported by the community. Poor water quality with its high lime content is also a community concern. Hapu have a strong cultural association with Waimarama's water and have expressed a desire for partnership with Council. The community expressed concern over the Hawke's Bay Regional Council permit.

There is concern over poorly maintained septic tanks over-spilling and polluting the waterways. Regular Council checking of septic tanks is needed. There is support for the requirement that new and replacement tanks are bio-systems.

Key factors for stormwater are: the need for drains to be kept clear of debris and vegetation; upgrade where necessary to handle storm events; the aesthetic appearance of the lagoon; and the discharge of stormwater from the lagoon into the sea.

WHAT WE HAVE

- A finite supply from the spring on the Tiakitai Estate and the bore on the Waingongoro Stream.
- Hawke's Bay Regional Council permit that limits the amount of water take.
- Disparity between properties connected to the Council supply and those not permitted to connect (mostly new dwellings).
- High demand for water relative to available supply in peak periods over summer months and holidays resulting in water restrictions.
- Low water pressure, particularly during peak periods.
- Low water quality.
- No reticulated wastewater system.
- A basic stormwater system i.e. stormwater is fed into a lagoon in the Domain.
- Pollution in some streams caused by leaking septic tanks.

- · Council to explore water supply options.
- Improved water quality.
- Council, HBRC and hapu working cooperatively on water supply issues.
- · Well maintained septic tanks.
- Stormwater drains that can cope with most weather events.
- An alternative to the current water discharge from the domain lagoon.
- Pollution-free streams with vegetation management.

OBJECTIVE 1 TO HAVE A SUSTAINABLE WATER STRATEGY

Priority	Council Actions	Community Actions	Current Status
To have a sustainable water supply. By December 2013 (strategy).	Council, in consultation with the community, will develop a sustainable water strategy.	Community contribute to the development of the water strategy through proactive input to the consultation process. Water conservation initiatives by property owners.	 The scope of the water strategy project will cover: Clarity of the issues with the existing water supply. Options to be considered. Assessment of value proposition of various options. Recommendation of preferred option(s). Some residents have taken their own initiative to conserve water.
Security of water supply. By December 2013. Improved water quality. By December 2013.	Council in negotiation with HBRC for water permit renewal. Council to investigate possibility of improving water quality as part of the water strategy.	Council and hau kainga agree water access rights.	A renewed permit will not resolve the water issues and a water strategy is still required High lime content in water.
Preserve sufficient water for emergency management. Target: Completed.	Council maintains a minimum water level in storage tanks.	Community observe water restrictions thereby enabling controlled draw off.	Council has a policy in place to maintain minimum water storage level.
Determine a long term wastewater solution. By December 2013 (strategy).	Wastewater to be considered as part of the water strategy.	Contribute through community consultation process.	All properties have septic tanks.
Stop wastewater polluting streams. By December 2013.	There is currently no regular septic tank checking programme. Council will raise with HBRC. New or replacement septic tanks to be bio-systems. Restrict hard surfaces on house blocks for more efficient septic tank soak pits.	Property owners to have well maintained and regularly serviced septic tanks. Community to report any known septic tank leakages to Council. Property owners to consider upgrading to a bio-system.	The community advise there are only a small number of poorly maintained tanks. Current policy is that new installations are bio-systems and this will continue. The District Plan maintains the requirement that the minimum site size for new built dwellings is 1000 square metres to allow for septic tank drainage fields.
To have an efficient stormwater system that can cope with most weather events. By December 2013 (for maintenance work). By March 2014 (for stormwater infrastructure options).	Regular checks on drains to remove blockages. Investigate constructing new swales to improve the delivery of stormwater to the Domain lagoon. Investigate an alternative to the current water discharge from the lagoon into the sea.	Community to advise Council of drains that require maintenance. No rubbish (including green waste) to be dumped in drains.	Stormwater issues including swale construction and an alternative lagoon discharge will be considered in the Waimarama Reserve Management Plan and in the water strategy. HBRC has a Catchment Plan for rivers and streams. Community concerns will be brought to their attention.

INFRASTRUCTURE

The community appreciate the recycling service provided by Council over the summer but most residents would like to have an all year round service. There is a call for a permanent recycling facility and a green waste depot. A small number of the community believe a Council-provided recycling service is unnecessary and residents should take self-responsibility.

The community has mixed views on footpaths. Some do not want any footpaths as they would "change the character of the place" while others would like to see some footpaths constructed for pedestrian safety purposes.

WHAT WE HAVE

- A seasonal recycling service.
- No green waste disposal depot.
- No footpaths.
- Public toilets in need of upgrade.

- A permanent recycling depot.
- A permanent green waste depot.
- Footpaths constructed for safety purposes in selected places.
- Roads maintained to a good useable standard.
- Upgraded public toilets and some additional toilets.

OBJECTIVE 2 TO DEVELOP ENVIRONMENTALLY SUSTAINABLE INFRASTRUCTURE

Priority	Council Actions	Community Actions	Current Status
Council's recycling service meets community needs. By December 2013.	Council will investigate the viability of a permanent recycling depot. Council will investigate a green waste education programme for communities to manage green waste locally as part of the WMMP process.	Rubbish will not be dumped in community spaces. Any illegal dumping of rubbish and green waste will be reported to Council. Community to explore opportunities with the rural community for green waste disposal.	Seasonal recycling service provided over the summer period to continue until a decision is made by Council on a permanent facility. Community has recently been consulted on for the LTP and Waste Management and Minimisation Plan (WMMP). Council provides two green waste depots at the Refuse Transfer Stations; no other green waste services are provided by Council.
Improve the standard of local roads. Ongoing.	Harper Road scheduled for re-sealing by end 2013. All other Waimarama Roads scheduled for re-sealing by 2015/16.	Community to report minor maintenance issues to Council.	Enquiry was made if higher quality smooth roads could be constructed. Council position is that this would be excessive cost to do.
Improve the public toilets. Reserve Management Plan Timetable.	Council will establish priorities for public toilet upgrades.	Community to monitor cleanliness, maintenance requirements and graffiti and report to Council.	New public toilet facilities will be part of the Waimarama Reserve Management Plan review.

COMMUNITY SAFETY

There is community concern about public safety due to vehicles on the beach and the need for some vehicle restrictions. Opinion is divided over whether restrictions should extend to a total all year round ban or a partial ban. There is also differing opinion on the area of the beach that restrictions should apply to. A minority of the community believe that a slow speed restriction would be sufficient. Under-age drivers of quad bikes and motorcycles are cited as being a problem.

Traffic speeds between the school/marae and the township, and in the township itself, are a concern. Police advise that local residents are responsible for much of the speeding.

The liquor by-law has community support. There is mixed opinion on whether the current ban is sufficient, whether the ban should extend to a total ban of alcohol from public places, or whether only the duration of the ban should be extended.

Persons involved with civil defence would like a fit for purpose building for civil emergency use.

WHAT WE HAVE

- Vehicles on the beach often with under-age drivers.
- Concern over vehicle speeds approaching the township and in the township.
- Concern over alcohol consumption in public places.
- A strong team of civil defence and rural fire unit volunteers.

- Vehicle restrictions on designated areas of the beach.
- Traffic speed controls in key spots.
- On-going support for the civil defence and rural fire units.
- Some alcohol restrictions in public places.
- No under-age drivers of quad bikes or motorbikes on roads or the beach.



OBJECTIVE 3 TO FOSTER A SAFE ENVIRONMENT FOR THOSE LIVING AND VISITING WAIMARAMA

Priority	Council Actions	Community Actions	Current Status
A safe beach with restrictions on vehicle access. By September 2013.	Council pass a by-law banning vehicles (other than tractors launching boats) on the beach from Kuku Rocks to Pouhokio Stream from 08:00 to 18:00 between Labour Weekend and April.	Community observe the by-law. Self-policing by the community with any breaches of the by- law reported to the Council or police.	Council by-law passed July 2013.
Safer roads both in the approach to Waimarama township and within the township. By December 2013.	 Council to investigate initiatives to improve traffic safety, including: An extended 70km zone on the approach to the township. A 30km courtesy zone in the township. Tree plantings on roadsides as a visual deterrent to speeding. Speed bumps in key locations. Council will analyse traffic speed and crash incidents to quantify the issue to enable informed decisions to be made. Council will analyse factors associated with possible installation of speed bumps e.g. traffic counts, speed profile, noise of vehicles accelerating away from speed bumps. 	Community observe speed limits. Unlicensed (mainly under- aged) drivers and un-registered vehicles (mainly quad bikes) to be kept off streets. Parents to be vigilant in monitoring of this. Community to report under-age drivers to Council/police. Stricter policing and ticketing of law breakers.	NZTA have policy guidelines for traffic speed zones and the data required to support any application for change. If Council analysis supports a case for change then this can be reassessed in the 2014 NZTA review, scheduled for June 2014 (the 2013 deadline for submissions has passed). Police advise their monitoring of drivers of quad bikes and motorbikes has been raised.
Improve pedestrian safety. By June 2013.	 For safety purposes: Construct a footpath from township to Jark's Café. Construct a walkway/ cycleway from township to the school. Council take note of the majority of the community wishes that footpaths are not constructed throughout Waimarama township thereby changing its character. 	Community to bring to Council's attention any street locations they feel are a safety risk to pedestrians and where a footpath should be constructed.	A footpath between township and Jark's Café has been constructed. A footpath from township to school is scheduled to commence construction in August 2013.
Have effective, well equipped and well trained civil defence and rural fire units. Ongoing.	 Council to provide support in preparedness for a civil emergency through: Assistance with the provision of equipment and training. Helping to identify a building in Waimarama township suitable for use in a civil emergency. Provision of a coastal warning system. Ensuring sufficient water supply and pressure for emergency use. More fire ban signs to be erected in reserves. 	Active community support and volunteers for the civil defence and rural fire units. Report any breaking of fire ban regulations.	A new stinger warning system has been provided. Water supply is managed to ensure emergency reserves are held. Any building can be commandeered in an emergency and this will be determined by the type of emergency. The community hall is again available for use.
Responsible alcohol consumption in public places. Ongoing.	Council by-law is in place and its conditions are supported by the majority of the community. Police surveillance during peak periods will continue.	Community to report any alcohol related disturbance to Council and/or police.	The current by-law will remain in place. Police presence will continue over peak holiday period.

COMMUNITY DEVELOPMENT

There is a strong view held by many in the community that they want Waimarama to remain relatively unchanged, keeping its character and natural environment. Opinions range between having no new developments, and having a limited number of planned new developments (for example the northern part) with a range of premium and affordable sections. The hau kainga would like to see some development that allows them to utilise their land. A small number of property owners stated they would like to limit building size and the scale of beach front renovations. Many in the community want minimal business expansion and for Waimarama to be essentially non-commercial. Others want some business expansion in areas like entertainment, sports/water sports, food outlets and events/marketing activities.

WHAT WE HAVE

- A community of permanent residents, holiday home owners and farmers.
- A community that has a strong Maori cultural and historical identity.
- A small, peaceful and relaxed rural community.
- A natural environment.
- A beautiful beach with associated water and ocean activities.
- A community that is relatively undeveloped and non-commercial.

- Some change but with any growth to be consistent with the existing natural character.
- Restrictions on in-fills and scale of building extensions.
- New development only if infrastructure is upgraded to support additional dwellings.
- Retain the mix of permanent and holiday homes.
- Environmentally clean, pollution-free with more native plantings.



OBJECTIVE 4 TO SUPPORT AND ENHANCE THE SOCIAL AND ECONOMIC REQUIREMENTS OF THE COMMUNITY

Priority	Council Actions	Community Actions	Current Status
To retain the natural character of Waimarama. Ongoing.	The District Plan proposes to retain the status quo for zoning.	The community will have the opportunity to have their say in the development of the District Plan though the submission process.	The District Plan is currently being communicated to the community and submissions have been called for.
That residential development is managed in a sustainable way. Ongoing.	 Council can influence the residential development of Waimarama through: The Council's Heretaunga Plains Urban Development Strategy (HPUDS) has provision for 20 new permanent dwellings. New holiday homes can be built in addition to HPUDS. Having a minimum site size for new dwellings. Under the current water policy new dwellings cannot connect to the Council water supply. 	 The design of any new dwellings or existing property alterations are: Consistent with the character of buildings in the community. Embrace best practise environmental design. 	The District Plan proposes a 1000m ² minimum site size for new dwellings to accommodate onsite effluent disposal. There is not much opportunity for infill development except on existing vacant sections. It would be difficult for Council to restrict the design and size of new homes or extensions within the existing township given the current mixture of building styles and sizes. Council has no ability to prescribe whether dwellings are permanent homes or holiday homes.
That Waimarama does not become commercialised. Ongoing.	Council's District Plan does not rezone any additional land for commercial development.	The community will have the opportunity to have their say in the development of the District Plan though the submission process.	The District Plan is currently being communicated to the community and submissions have been called for.
To promote the natural attributes and values of Waimarama. By December 2013 (signage) and December 2014 (beach walkway).	 Council can: Erect signage to promote Waimarama facilities and to recognise the historical and cultural association with Maori. Develop recreational walkways, for example, a 'Beach Walkway'. 	 The community can: Establish local activities e.g. market day for local products, art and craft. Promote Maori tourism. Promote eco-tourism. 	The Waimarama Reserve Management Plan is addressing the matter of signage both on the entry to Waimarama and at key points of interest. It will also consider development of walkways.

MANA WHENUA

The historic and cultural association of Maori with Waimarama goes back many generations and factors into the desire to see a unified community. In previous years the Marae was the beacon for the community and it can once again become the hub to be used by all residents. Water is culturally significant and partnership with Council is important for restoring historical water rights and advancing water issues facing the community today. Land rich, hau kainga would like to have the option to develop some of their land should the opportunity arise, including Papakainga housing, and that this be recognised in the District Plan. Symbols and signage promoting the historical and cultural significance of Waimarama to the public is sought.

WHAT WE HAVE

- A strong Maori presence.
- Maori leadership in the community.
- Waimarama Marae.
- Some Papakainga Housing.
- Some Maori tourism.

- The Marae to serve as the hub of the community.
- Resolution of water issues.
- Potential to develop Maori land for residential purposes.
- Recognition and celebration of Maori cultural and historic presence.
- Further development of Maori business/tourism.



OBJECTIVE 5 TO PROMOTE OPPORTUNITIES FOR COUNCIL AND MANA WHENUA TO WORK IN PARTNERSHIP

Priority	Council Actions	Community Actions	Current Status
Recognition of the cultural significance of water to hapu. By December 2013.	Council agree to re-divert the Waingongoro River to its original path. Council is developing a water strategy for Waimarama and will consult with hau kainga.	Hau kainga consent for Council to access water supply from Maori land, to be negotiated. Hau kainga to contribute to the development of a water strategy.	Council and hau kainga have reached agreement for the resource consent for water take and for Council to progress the Waingongoro River re-diversion back to the original path.
The development of areas of Maori land for residential housing purposes. Ongoing.	Provide guidance to support any application for re-zoning of Maori land for housing development. Council, in conjunction with the Maori Land Court and Te Puni Kokiri may have support for applicants to access any government subsidy that may availed to help establish papakainga housing when that may be requested.	Maori land owners to take necessary steps required for application to Council for land re-zoning and development. Maori land owners to initiate any desire to develop a Papakainga Housing proposal.	Any residential re-zoning will need to be subject to a structure planning process. Submission will need to be made to the Draft District Plan. For coastal strips this will need to comply with New Zealand Coastal Policy Statement as is the case for any development planning. Papakainga housing is provided for in the District Plan.
Recognition of Maori historical and cultural association with Waimarama. By December 2013.	Erect culture centred signage to raise public awareness of the historical significance of Maori to Waimarama. Rename the Domain to the Airini Donnelly Reserve.	Hau kainga to advise Council on content and location of signage.	The Waimarama Reserve Management Plan will address the matter of signage. Council land purchase agreement with the Society of Mary included a condition that the Domain be renamed.
The Marae to be a hub of the community. Ongoing.	Where the opportunity arises Council to support community activities at the Marae and the development of a hapu development plan when that is sought by hau kainga.	Hau kainga to promote the Marae and encourage wider community use.	
Promotion of Maori tourism. Ongoing.	Council as a matter of course to consider any resource applications associated with Maori tourism proposals. Council to promote Waimarama as a tourist destination and to coordinate, where appropriate, relationship development with Hawke's Bay Tourism.	Development of Maori tourism ventures based on the cultural and historical significance of Waimarama.	

RESERVES

The Waimarama Reserves are valued by the community. They would like to have pollution and vegetation-free streams, more trees (native) planted on reserves, and waste cleaned up. The view was expressed that the Domain is underutilised and sports/recreational facilities could be developed. Road access to the Domain and parking could be improved. Reserve boundaries are not clearly identified and signposted, resulting in some private encroachments, with public access and use of some reserve land by the public being restricted. Community opinion on the community hall staying where it is or relocating to Gilray Place is divided.

WHAT WE HAVE

- Seven reserves in the township area that provide open spaces.
- A large domain with a stormwater lagoon.
- Recreational areas.
- Beach and stream access for the public.
- A community hall.
- Some pollution reported in streams and waste dumped in reserves.

- Clean and well maintained reserves free of rubbish.
- An aesthetic lagoon wetland.
- Streams that are pollution and vegetation-free and where children can play and swim.
- Unrestricted public access to all reserve areas.
- Improved public facilities, such as BBQs and picnic areas.
- Well utilised space, for example, a sports area in the Domain.
- Plantings to enhance the reserves and provide shade.
- A well maintained and safe community hall.



OBJECTIVE 6 TO HAVE ATTRACTIVE, ACCESSIBLE AND WELL UTILISED RESERVES

Priority	Council Actions	Community Actions	Current Status
Clean, pollution free, attractive and well maintained reserves. By September 2013 for clean- up, and ongoing.	Intrusive vegetation in and surrounding streams to be cleared. Increased monitoring of poorly maintained septic tanks to stop seepage polluting streams – refer Objective 1 regarding stormwater and septic tanks. Miscellaneous rubbish e.g. old fence wire, to be removed from dunes and reserves. Increased plantings in the reserves (natives).	More residents (permanent and non-permanent) to join community groups involved in developing and protecting reserves. Support working-bees cleaning up reserves.	Waimarama community groups are active in undertaking reserve enhancement and maintenance.
Improve public facilities. By December 2014.	Improve the number and quality of BBQ and picnic areas in reserves. Improved sports and recreational facilities in reserves.	Community to liaise with Council regarding the type of recreational facilities wanted in the reserves.	Planned improvements to facilities in the reserves will be included in the Waimarama Reserve Management Plan.
Aesthetic appearance and functionality of the wetland lagoon. By December 2013.	Council will consider options to enhance the lagoon through plantings and potential for changes to water discharge – refer Objective 1.	Volunteer assistance with planting and landscaping the lagoon.	The water strategy review and the Waimarama Reserve Management Plan will include options for the wetland lagoon in the Domain.
To have a hub for community activities. By June 2013.	That the community hall is well maintained and fit for purpose. Council has resolved that the hall will stay in its current location in the interim. Any potential relocation will be included in the Waimarama Reserve Management Plan and taken to Council to be adopted for public consultation when the community will have the opportunity to submit.	Community support through increased patronage of the hall. Community Hall committee to reform and resume responsibility for the management of the hall.	Post-storm repairs are completed and the community hall is available for use.
All reserve land to be accessible to the public for recreational use. By December 2013 (signage and landscaping); By December 2014 (parking and Domain access).	Signs erected to clearly identify reserve land. Landscaping to indicate reserve boundaries. Improved parking for day visitors. Improved vehicle access to the Domain.	Landowners adjacent to reserve land to respect boundary lines and private encroachments removed where they are intrusive.	Council consider that there are sufficient parking spaces available on reserve land for day visitors. The Waimarama Reserve Management Plan will consider development of off street parking, for example at the Community Hall. The Waimarama Reserve Management Plan includes a proposal to access the Domain from Gilray Place.

EROSION

Erosion is the number one issue for many in the community. Natural erosion is a factor but many in the community believe human factors also contribute, such as; vehicles driving on, and children playing on, the sand dunes/clay bunds and harming protection initiatives. There is strong support within the community for preventative action to be taken and they want the seawall to be maintained and in some places extended.

A small number of the community believe that nature shouldn't be interfered with and should be left to its natural course. They believe that constructions and planting have no lasting benefit and question whether the seawall is actually making erosion worse at different parts of the beach.

WHAT WE HAVE

- A seawall on part of the coastline at the township.
- Erosion with some parts of the beach almost unusable.
- Preventative plantings on the sand dunes/clay bunds.
- Vehicles and persons damaging protective plantings.

- Seawall maintenance.
- Protection of the sand dunes/clay bunds.
- Increased plantings.
- Vehicles off the dunes.



OBJECTIVE 7 TO PRESERVE AND ENHANCE THE NATURAL CHARACTER OF THE COASTAL ENVIRONMENT

Priority	Council Actions	Community Actions	Current Status
Seawall protection from coastal erosion Ongoing.	Maintenance will continue to be undertaken on the seawall and repairs made where required.	Community to inform Council of any maintenance required on the seawall.	There is no proposal to build additional seawalls other than for maintenance and repair of existing wall.
Protection of the sand dunes/ clay bunds. By June 2014 for fencing and walkway.	Refer Council by-law (set out under 'safety' Objective 3) to stop vehicles driving on the beach. Erect fencing for dune/bund protection. Construct beach walkway for public use so that dunes/bunds are not destroyed by foot traffic. Council can support Waimarama business by sourcing native plants from local suppliers.	The Waimarama Development and Protection Society (WDPS) to continue with its planting programme on the dunes/bund. The community to support WDPS through increased membership and volunteer work. Community to monitor and police intrusive activity on the dunes/bund that may destroy planting or erosion preventative measures.	Waimarama Reserve Management Plan will consider the construction of fences to limit dune access, and the development of beach walkways. WDPS active in planting on the dunes/bund.

IMPLICATIONS FOR COUNCIL

The actions identified by the community require different responses from Council, examples are:

- 1. **Financial**: in some cases expenditure can be met from current budget provision, for example the construction of the footpath from the township to the school. For other projects consideration of financial implications will be made by Council in the context of its Annual Plan and Long Term Plan, for example the outcomes from the Water Strategy.
- 2. **Statutory planning**: the Reserve Management Plan and the District Plan will be the primary mechanism to advance community proposals; such as those involving parks and reserves and land development.
- 3. **Third parties**: other parties may be involved with any projects, for example; Council will liaise with the Hawke's Bay Regional Council on some wastewater and stormwater matters.
- 4. **Government regulations**: will need to be considered for some proposals, for example, the New Zealand Land Transport criteria for establishing traffic speed limits.

WHERE TO FROM HERE? The actions identified by the community are wide-ranging and we now need to:

- Establish a process to monitor progress.
- Achieve the Plan objectives.
- Maintain as a living document.
- Report back to the community to obtain their feedback on an on-going basis.

The structure of the Waimarama community as a combination of rural residents, permanent township residents and holiday home owners, prevails against forming a homogenous group to assume responsibility for the Plan. The public consultation found no obvious desire from within the community to form a single community group for that. There are already numerous active community groups established in Waimarama who focus on their particular interest. The community has indicated through the consultation process that their preference is for Council to take the lead role in the on-going management of the Plan with regular communication with the community.

It is proposed that Council monitor the performance of the Plan and:

- Communicate as and when required with the special interest groups on specific matters.
- At any time receive communication from any member of the public on community issues; Council's 'My Voice, My Choice' website is an effective forum for this.
- Hold an annual community meeting to update the community on the Plan and to obtain feedback.
- Update the Plan annually, including adding new actions identified by the community.

If at any time members of the community wish to take on responsibility for the Plan, Council will be pleased to facilitate the process.

APPENDIX OUTLINE OF COMMUNITY **ONE** ORGANISATIONS

Waimarama Development and Protection Society

The Waimarama Development and Protection Society was established in 1978 from a group of Waimarama residents and local farmers to manage coastal erosion and to assist with other community objectives and services from an original group that was formed in the 1940s. The Society was formed after storms damaged the Waimarama coast. A Rock Wall Committee was established to erect a rock wall for protection against coastal erosion.

The Society's committee is made up from representatives of various organisations in Waimarama, such as, the surf club, fire brigade etc. Membership of the Society is open to all Waimarama ratepayers. In recent years a sub-group of the Society has been working on dune protection as part of its coastal erosion work. The group plants salt-resistant spinifex grass, which forms strong root systems and captures sand extremely well, helping the sand dune build up.

As the Society's name implies, its interests go beyond protecting the sand dunes and they are concerned with the development of Waimarama. Recent examples of area of interest are the submission to Council's Long Term Plan on a recreational development proposal for the Domain; representations to Council on the rating system for the Waimarama seawall targeted rates; and the Council's maintenance of the seawall.

The Society's endeavours have been recognised through being awarded a Hawke's Bay Environmental Award in 2007.

Waimarama Domain Protection Society

The aim of the Society is the beautification and utilisation of the Domain. This includes the planting of trees, preferably native, for shade and bird feeding; and the maintenance of existing and future trees. The Society encourages: greater use of the Domain, for example, by school and community groups; development of sports facilities - cricket pitch, petanque court for "beach games'; fundraising galas, public outings, sports day, field trips, as examples. The Society advocates for sponsorship to help support achievement of its aims.

Waimarama Surf Life Saving Club

Members are trained to become valuable Life Savers who patrol Waimarama beach, teaching techniques from surf swimming through to vital life saving and resuscitation skills. During patrol season, junior surf (ages 5 - 14) training is conducted at the beach each Sunday morning from 9.45am.

Each weekend in the summer months beach patrols set out the red and yellow flags to show the safest place to swim. We make sure that the public are safe when they swim between the flags. We work with the public to prevent people getting into trouble, along with educating them on how to recognise the potential dangers. We train new Surf Lifeguards how to identify potential victims and potential dangers. We rescue people if they get into trouble while swimming.

Lifesaving is the club's foremost concern and Waimarama is patrolled each weekend by volunteer lifeguards throughout the summer months from November until mid-March. During December and January period, paid lifeguards watch over the beach during the weekdays, ensuring beach users are safe.

Once age 14 and gualified lifeguards, Surf Sports competition provides members the opportunity to refine and practice their lifesaving skills in the competition arena at local, state, national and international level. Surf Sports form a significant component of the Surf Life Saving movement.

Waimarama Civil Defence

The Civil Defence in Waimarama has been in existence in name only for some time. The catalyst to it becoming a working structure was the 2004 Indonesian Boxing Day Tsunami when the Waimarama community gathered to discuss how it could best protect itself if the same was to happen locally. A group was formed and organised themselves to fundraise. Contributors donated time, materials, services and money, including a shed, an old Toyota Surf and survival items; a covered trailer and communication equipment were purchased; the Waimarama Civil Defence was underway.

There have been several tsunami warnings but the biggest Civil Defence event was the 27 April 2011 storm when areas of the village were flooded and people had to be evacuated. Waimarama was cut off from the outside world by road, power and phone. This was the first real test for the revamped Civil Defence in a live emergency event. As a community we all looked out for each other and did exceptionally well.

The flood motivated the community to support the Civil Defence as a credible stand-alone identity. A second hand 4WD ute has been purchased from the Hastings District Council which has also housed one of the District Stingers in Waimarama which will give the community more security in the event of an emergency. More survival gear has been acquired, including a satellite phone and diesel generator from the Council and the community now look upon their own Civil Defence as a credible entity that will give them a sense of comfort in the face of another emergency.

Waimarama Fire Services

The Waimarama Rural Fire Force has had a continuous presence in Waimarama since the early 1930s. We have progressed from having a Chevrolet Coupe with a trailer pump to a purpose built fire appliance and a 6,000 litre tanker. A new Fire Shed was built in the mid-90s on the original fire station site. We now have two machines in the same location. The expectation of our volunteers is high as they are expected to be trained and ready for any eventuality as well as required to be legally trained to professional unit standards. We now also offer the community a first turn out for St John Ambulance Service, Motor Vehicle Accident Assist and a backup to our First Response Unit for rescue situations in a civil defence emergency. The Waimarama Rural Fire Force works well due to the level of commitment to our community offered by our dedicated volunteers. Funding comes from Hastings District Council and fundraising carried out by the members.

Waimarama Maori Committee

The Waimarama Maori Committee represents the Ngati Hikatoa, Ngati Kurukuru, Ngati Urakiterangi and Ngati Whataiti hapu in the Waimarama and Ocean Beach area. The committee's formal legal identity is as the committee for the Waimarama marae, a s438 trust. The committee is responsible for administering affairs of the marae and representing the four hapu. The marae is historically the only one in the Waimarama-Ocean Beach area and the four aforementioned hapu have mana whenua over the Waimarama to Ocean Beach area.

Waimarama and Maraetotara Memorial Hall Committee

The hall committee has disbanded and Council is currently managing the hall.

APPENDIX WAIMARAMA IN THE CONTEXT OF THE TWO HASTINGS COASTAL ENVIRONMENT STRATEGY

In 2000 Council commissioned the Hastings Coastal Environment Strategy. The report's intent is to inform 20 to 25 years' forward planning with its purpose being to establish a comprehensive strategy that will enable the community to develop an integrated regime to protect, manage and develop the coastal environment. Although commissioned some years ago the report remains relevant today. The following summarises key strategic matters and priorities with respect to Waimarama.

Natural Character Values

Waimarama has been identified as an area of high natural character value. Elements contributing to these values include:

- The marine environment to the north has been identified by the Regional Council as significant.
- Bare Island to the south of Waimarama is considered a significant conservation area (providing habitat for seals, lizards and penguin) as well as providing landscape value to the coastal environment

Social and Cultural Values

Waimarama is considered to have high social and cultural values, both for historic value (e.g. as a coastal settlement area) and for amenity values (e.g. the special character of the coast, which is considered quiet/peaceful and interesting/scenic). The urban settlement is also recognised as an important community centre, with a local school and church providing for peoples' economic and social wellbeing.

Tangata Whenua Values

Waimarama is identified as an area of significance to tangata whenua with mana whenua. There are a number of waahi tapu sites and areas of significance within the Waimarama coastal environment (including urupa to the south of the beach). The area is considered an important source of kai moana, including shellfish and fisheries, with a marine reserve along the Waimarama Beach established to protect mahinga kai. The area also includes Maori land, particularly to the north, which sustains the connection of owners to their ancestral lands and provides for an enduring relationship, customary practices, rights and responsibilities.

Recreation and Access

Waimarama is identified as an important recreation resource for residents of both Hastings and Napier, with high numbers of people visiting the beach in the summer periods, both as day visitors and holiday makers. Access to the coastal environment is provided through a number of reserves along the coast, particularly at the southern, 'urban' section of the beach. Vehicle access to and along the coastal marine area is afforded at the boat ramp to the south.

Resource conflicts

The following resource conflicts have been identified:

1. Natural character and amenity values have the potential to be adversely affected by land use and development, particularly residential development and forestry development on significant ridgelines.

2. Special character and amenity values have the potential to conflict with tangata whenua values and economic value (including potential papakainga interests), physical processes (i.e. erosion and its impact on the beach), and infrastructural investments.

3. Tangata whenua values (waahi tapu sites and other taonga) are potentially adversely impacted by public access to and along the coastal environment (for example, kai moana resources (pipi beds) and urupa are being destroyed by vehicles), coastal processes (e.g. erosion) and recreation values.

Implementation

The following summarises the key management outcomes for Waimarama identified in the Hastings Coastal Environment Strategy 2000 report:

- Protect the natural dune system, including the ecological systems, archaeological sites and the natural functioning of these dunes as a response to coastal processes.
- Enhance water quality of the coastal environment by encouraging sustainable land use practices both within and in the vicinity of Waimarama.
- Provide for residential development within the coastal environment while ensuring adequate infrastructure is provided and that the natural character and amenity are not adversely affected.
- Promote the integrated management of resources within the Waimarama coastal environment, including involvement of the local community and tangata whenua.
- Maintain and enhance public access to and along the coastal marine area, except where this adversely impacts on natural character and tangata whenua values.

The full Hastings Costal Environment Strategy can be accessed at: www.hastingsdc.govt.nz/coastal-strategy

THREE

APPENDIX NEW ZEALAND COASTAL POLICY STATEMENT 2010

The Department of Conservation released The New Zealand Coastal Policy Statement 2010 (NZCPS), a national policy statement under the Resource Management Act 1991 (the Act). The purpose of the NZCPS is to state policies in order to achieve the purpose of the Act 'to promote the sustainable management of natural and physical resources' - in relation to the coastal environment of New Zealand.

Local Authorities' policy and plans must give effect to NZCPS provisions. The NZCPS contains 29 policy statements many of which are relevant to Waimarama. Some of the key issues for Waimarama covered by the policy statements are:

- To take account of the principles of the Treaty of Waitangi and kaitiakitanga in relation to the coastal environment.
- To adopt a precautionary approach towards proposed activities whose effects on the coastal environment are uncertain, unknown or little understood, but potentially significantly adverse.
- To provide for integrated management of natural and physical resources in the coastal environment, and activities that affect the coastal environment.
- Activities in the coastal environment, including: the provision of infrastructure; built developments, tangata whenua needs for papakainga, marae and associated developments.
- Strategic planning for the provision of future residential settlement.
- To protect the indigenous biological diversity in the coastal environment.
- To preserve the natural character of the coastal environment and to protect it from inappropriate subdivision, use and development.
- To promote restoration or rehabilitation of the natural character of the coastal environment.
- To protect the natural features and natural landscapes (including seascapes) of the coastal environment from inappropriate subdivision, use and development.
- To protect historical heritage of the coastal environment from inappropriate subdivision, use and development.
- To recognise the need for public open space within and adjacent to the coastal marine area for public use and appreciation including active and passive recreation.
- To recognise the public expectation of and need for walking access to and along the coast that is practical, free of charge and safe for pedestrian use.
- To control the use of vehicles, apart from emergency vehicles, on beaches, foreshore, seabed and adjacent public land.
- Where the quality of water in the coastal environment has deteriorated so that it is having a significant adverse effect on ecosystems, natural habitats, or water based recreational activities, or is restricting existing uses, such as, aquaculture, shellfish gathering and cultural activities give priority to improving quality.
- To manage discharges to water in the coastal environment, including sewage and storm water.
- To identify areas in the coastal environment potentially affected by coastal hazards, including: subdivisions, areas of significant existing development.

The aforementioned is a summary of some of the policy statements. The complete NZCPS can be found at: www.doc.govt.nz/publications/conservation/marine-and-coastal/newzealand-coastal-policy-statement/new-zealand-coastal-policy-statement-2010/