

Whangarei Coastal Management Strategy

District Wide Strategy



Message from the Mayor

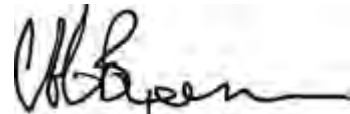
As part of the Whangarei District Council's ongoing Strategic Planning Programme, we have prepared the Whangarei Coastal Management Strategy. This strategy provides long term district-wide guidance for how we live, work and play in and protect the unique coastal environment that we all enjoy and treasure.

The Coastal Management Strategy, for the first time in Whangarei 'sets the scene' for promoting better coastal management at a district and local level but also has important direction for regional planning in Northland. The strategy has as its central vision "Our Unique Subtropical Coastal Environment - Nurturing a wealth of opportunities to experience, to treasure and to harness for our prosperity". I think the word "nurturing" is very appropriate to the philosophy of better coastal management because it encourages all of us to recognise our role as stewards as well as ensuring greater environmental, social and economic sustainability. It encapsulates many important management concepts such as education and awareness and sustainable land use practices and avoids the limitations of the concept of protection.

The Coastal Management Strategy provides a series of district-wide and local principles for coastal management within a framework of partnership and develops objectives, policies and implementation measures. The Whangarei Coastal Management Strategy also provides a framework for the preparation of Coastal Structure Plans in local communities. Initially, Structure Plans will be developed in high priority areas, where there are potential threats to how we live, work, play or protect the coastal environment. These Plans will be prepared in close consultation with stakeholders and through partnerships with the community. We hope the Plans will provide a sound basis for improving coastal and environmental management for many years to come.

I urge you all to get involved in this challenging project by reading the Whangarei Coastal Management Strategy and participating in the development of you local Structure Plans.

Thank you for your input to this exciting project.



Craig Brown

His Worship the Mayor, Whangarei District Council

- **Whangarei Coastal Management Strategy**

District Wide Strategy

Prepared for
Whangarei District Council

By
Beca Planning

September 2002

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- Northland Regional Council;
- Department of Conservation;
- New Zealand Historic Places Trust;
- All those organisations and community representatives that attended council's Coastal Management Strategy Forum on 05 June 2002;
- All those people who attended the hui at Te Renga Paraoa Marae, 06 June 2002;
- All those people who attended the following community meetings:
 - Tamaterau Hall, 20 May 2002;
 - Pataua Outdoor Education and Recreation Centre, 21 May 2002;
 - Taurikura Hall, 22 May 2002;
 - Oakura Hall, 26 May 2002;
 - Whananaki Community Hall, 26 May 2002;
 - Ngunguru Hall, 27 May 2002; and
 - Waipu Hall, 06 June 2002.
- All those people who have provided comment and feedback throughout the Coastal Management Strategy process, including the 775 people on our mailing list, the 99 respondents to the Discussion Document questionnaire and all other interested parties who have wrote to us with comments, views and valuable suggestions.

A summary of the consultation feedback, including a summary of particular organisations and community representatives involved in the consultation, is provided in the *Whangarei Coastal Management Strategy Consultation Summary Report*.

1 Introduction

The Whangarei coast extends for some 270km along the north eastern North Island. This coastline has a dramatic mix of significant natural cultural, recreation, economic and heritage values, contributing to the District and Region’s sense of place and their social and economic well-being.

The Whangarei Coastal Management Strategy (Coastal Management Strategy) has emerged in recognition of the need to treasure our coastal environment and ensure that these important resources and values are carefully managed in an integrated manner for current and future generations.

1.1 Purpose of the Strategy

The Coastal Management Strategy sets a common vision for the future and a way forward to achieve the vision

The core purpose of the Whangarei Coastal Management Strategy is to *‘establish a strategic, integrated framework for managing the protection, use and development of the coastal environment within the Whangarei District’*. In other words the strategy seeks to identify a common vision for the future of our coastal environment and establish a ‘way forward’ to achieve this vision over the next 20 to 50 years.

Figure 1 outlines the process for development of this Strategy.

1.2 Format of the Strategy

3 Parts to Strategy

There are three sections to this Strategy:

District-Wide Strategy

Part I – The District Wide Strategy

This Part of the Strategy identifies the Vision and Mission Statements for management and development of the Whangarei coastal environment over the next 50 years, including the strategic objectives and policies; setting out how the vision and missions will be achieved. This part also identifies ‘policy areas’ for the local interpretation of the Vision, recognising the diverse coastal environment in Whangarei.

Part II – Effecting the Strategy

This part of the strategy looks at the key implementation issues for achieving the strategy. Priority issues and areas are identified for future Structure Planning.

**Part III - Local
direction of the
Strategy**

Part III – Structure Plans for Priority Areas

This part of the Strategy will include specific structure plans prepared for priority areas in the Whangarei coastal environment. This Part will be prepared following council and community adoption of Parts I and II.

1.3

How the Strategy Fits

As a strategic document, the Coastal Management Strategy provides overarching direction to many of council's functions or other management documents (including the District Plan, Annual Plans and financial planning). It is also important to recognise the influence that national and regional strategic and policy documents provide. In particular, the Regional Policy Statement for Northland and the Regional Coastal Plan have significant relevance.

Figure 2 provides an outline of the conceptual framework of how the Strategy 'fits' with other strategic, policy and management documents. Implicit in this Strategy is the need for integrated management and partnership between agencies and the community. Reference is made throughout the document to policies and measures to reinforce and improve such integrated management.

Coastal Management Strategy

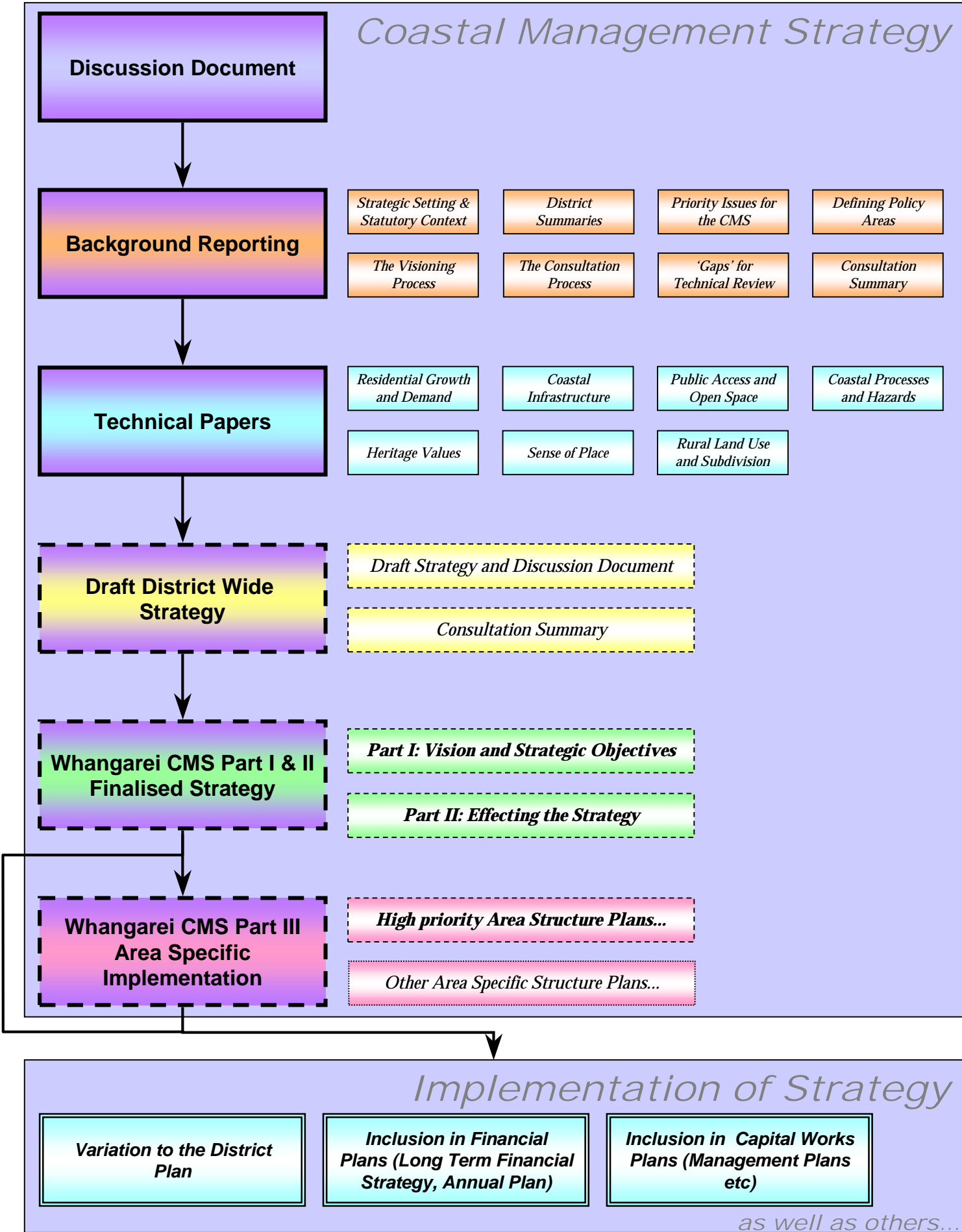
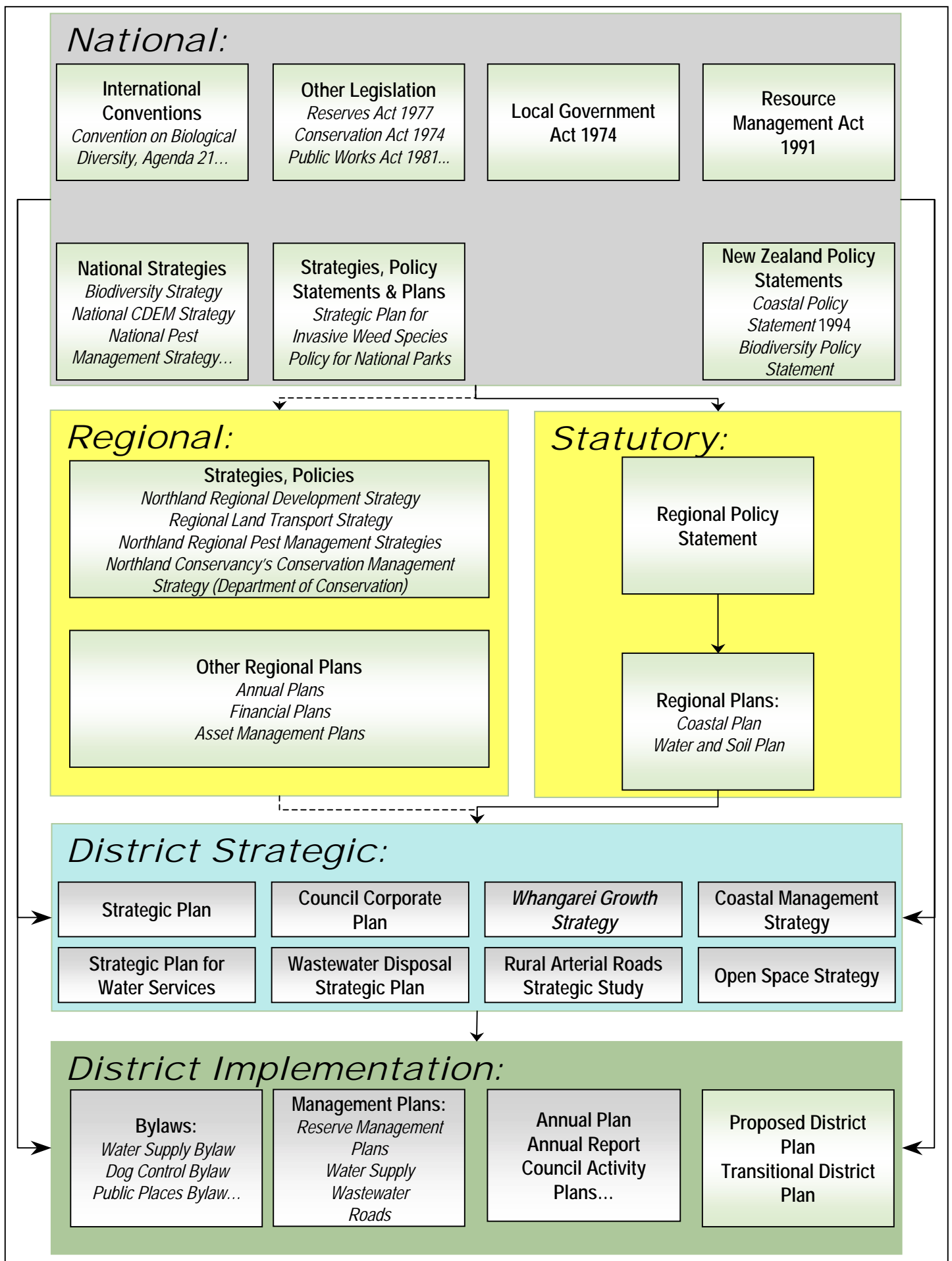


Figure 1
Whangarei CMS Process Schematic



2 *Partnership*

2.1 The Concept of Partnership

The Strategy is a partnership between council and the wider community

As a 'blueprint' or guiding image for the future of Whangarei's coastal environment, the Coastal Management Strategy is based on the fundamental concept of partnership: a partnership between council and the Whangarei community including local residents, management agencies, tangata whenua and mana whenua. This philosophy has underpinned the development of the Coastal Management Strategy and guided the Visioning and policy direction of this document. In this regard, the Strategy can be conceptually described as a contract or a pledge between council and the wider Whangarei community.

Community and council ownership of the Strategy critical to its success

It is important to recognise also that the success of the Strategy will rely not only on council initiatives but also on a strong sense of ownership and commitment from the community on the philosophy of the this document and its Vision and Mission Statements.

It is important to recognise that council and particularly council regulation can only ever provide a 'back-stop' for protection of the coastal environment. It will take community leadership and initiative to provide positive change and enhancement of the coastal environment. Without a partnership in the ownership and management of our coastal environment, it will not be possible for this Strategy to achieve any tangible success.

2.2 Community Views and Values

The Strategy has developed from the 'bottom up': building on community views and values.

The development of the Strategy has sought to be a 'bottom up' approach – first seeking the views and values of the District's people and local coastal communities to shape the Vision and Mission Statements that are the foundation for the objective and policy directions.

While the extensive feedback from the consultation process is outlined in the *Whangarei Coastal Management Strategy Consultation Summary Report*, July 2002, the following provides an overall summary of the key concepts that have guided development of this Strategy.

2.2.1 *General Community Values for the Vision*

- The unique values of the Whangarei coastal environment;
- The desire to attain wealth, not just economically but also socially

and culturally;

- The importance of diversity and the need to reflect the many environments and diverse people (including tangata whenua);
- The importance of the physical and natural environment and its contribution to the health and well-being of Whangarei's coastal environment;
- The importance of tourism, recreation and coastal industry for the economic well-being of the community;
- That the Whangarei coast is there for all to enjoy;
- That the coast is valued for recreation (particularly fishing), heritage (e.g. Mt Manaia and Waipu), and natural character.
- That communities should be 'sustainable' both socio-economically and environmentally;
- That there should be an emphasis on positive enhancement and nurturing of the coast, rather than simply keeping what we have; and
- That we need to recognise the intrinsic values of the coast.

2.2.2

General Community Values for the Mission Statements

- There needs to be ongoing opportunity to **live** in the coast and for growth in the number of people who can live in the coastal environment;
- The importance of recognising lifestyle choices;
- There has been an increase in the number of holiday homes and temporary dwellings in the coast and that these people have different needs and expectations;
- There is a concern about uniform urban sprawl;
- Tangata whenua have specific living expectations and aspirations that should be recognised;
- **Work** opportunities should be compatible with the environment;
- Work opportunities should be available locally to provide an opportunity for people to live and work in coastal environments without relying on commuting to the City;
- There is 'untapped' opportunity for economic growth in the coastal environment, particularly in sensitive tourism;
- Recognition of the importance of the wilderness experience for **recreation** in the coastal environment and the importance of nature and natural beauty;
- The importance of fishing and boating to the community, both

for recreation and as part of how they 'live';

- The need to cater for all ages and interests, providing diversity of recreation opportunities without compromising on the experiences;
- The importance of 'solitude', 'peace' and 'quiet' for people who play in the coastal environment;
- Recognition of the importance of the **natural environment** as the foundation for how the community lives, works and plays in the coastal environment;
- The unique 'sense of place' created by the natural, cultural, heritage and built features of the coastal environment; and
- The need to protect and enhance what natural resources we have and recognise that some of these are currently threatened.

2.2.3

Tangata Whenua Values for the Coastal Management Strategy

While a number of general tangata whenua concerns have been identified in the summary above, it is important to recognise the partnership with tangata whenua under Te Tiriti o Waitangi (the Treaty of Waitangi) and recognise their particular issues and concerns with respect to the management of their lands, sites and other taonga.

The *Whangarei Coastal Management Strategy Consultation Summary Report*, July 2002, provides further detail on inputs from tangata whenua on the Strategy, however the following identifies the overarching concerns and issues raised:

- Tangata whenua and mana whenua should control their own future and make management decisions for their own land through Hapu Management Plans or other processes;
- The environment needs to be treated holistically and council's and government agencies need to work together on issues (particularly in the coastal environment) and consult with tangata whenua in a coordinated manner;
- Article II of the Treaty establishes the relationship for tangata whenua and this needs to be reflected;
- Mana whenua sense of place is 'where they can see their mountain and their sustaining waters' and this is different from other people in the community;
- Tangata whenua are dependant on the sea for their health and well being (social, economic and cultural well being).

3 Vision and Mission Statements

3.1 Introduction

A Vision provides a common image for a 'sustainable' future

Sustainability and sustainable development are very much the cornerstone of the Coastal Management Strategy. However, these terms are themselves subjective and difficult to define. Rather than adding to the debate in defining these concepts generally, the Coastal Management Strategy has sought to 'picture' what this means, through the development of a 'Vision' and mission statements (or goals) for what a more sustainable coastal environment will be.

Thus the vision is the 'guiding image' for the future. In this regard, if the Whangarei Coastal Management Strategy is the 'blueprint' for the future of the coastal environment, then the vision is the 'artistic interpretation' of its achievement.

Four key themes for the Coastal Management Strategy: Live, Work, Play and Protect

To support the Vision, 4 mission statements have also been developed, relating to how we **Live**, **Work**, and **Play** in the coastal environment and how we **Protect** this environment.



3.2 The Vision & Mission Statements

*'Our unique subtropical coastal environment':
Nurturing a wealth of opportunities to experience, to treasure and to harness, for our prosperity*

- Live*

Lifestyle choices shaping balanced growth
- Work*

Coastal advantage defining choice and opportunity
- Play*

Enjoying nature's diversity
- Protect*

Respecting our cultures and the unique natural heritage

'Our unique subtropical coastal environment'

*Lifestyle choices shaping
balanced growth*

*Enjoying Nature's
Diversity*

**Nurturing a
wealth of opportunities
to experience, to
treasure and to harness,
for our
prosperity**

*Respecting our
cultures and the
unique natural
heritage*

*Coastal advantage
defining choice and
opportunity*



3.3 What does the Vision mean for Whangarei's coastal environment?

3.3.1 Lifestyle choices shaping balanced growth

- Continued population growth and a changing population composition (recognising an ageing population and increased emphasis on 'holiday homes' but also providing for a diverse demographic community);
- Growth focussed to localities that are 'appropriate' (the growth can be sustained without loss of natural, cultural and social values);
- Clustered residential settlements and avoiding sprawl;
- Maintaining and enhancing flexibility in the form of residential development, recognising the different groups in the community (both with respect to individual development and with regard to the form of settlements);
- Growth that acknowledges the natural, social and cultural limits of the coastal environment; and
- Growth that is sensitive to, maintains and enhances the special sense of place of settlements and communities.

3.3.2 Coastal advantage defining choice and opportunity

- Preserving the right for people to work in the coastal environment;
- Maintaining and enhancing opportunities and choices for work;
- Economic growth that acknowledges the natural, social and cultural values of the coastal environment;
- Promote and enhance the 'clean' image of the coast;
- Taking advantage of major physical resources (e.g. Marsden Point) where these provide significant economic benefit and the environment can be sustained;
- Work opportunities available locally, providing an opportunity for people to live and work in coastal environments without relying on commuting to the City; and
- There is 'untapped' opportunity for economic growth in the coastal environment, particularly in sensitive tourism.

3.3.3 Enjoying Nature's diversity

- Provision of sufficient open space and recreation facilities and services to service both the resident and 'holiday' communities of Whangarei's coastal environment;
- Preserving and enhancing opportunities to experience 'wilderness' and solitude in the coastal environment and the importance of nature and natural beauty;
- Facilities that attract regional, national and international recreation relying on the natural, social and environmental values of the coastal environment;

- Provision of a diverse range of recreation activities compatible with the natural, social and cultural environment, particularly opportunities for fishing, boating and other activities that rely on the coastal marine area;
- Recreation activities that cater for all ages and interests, providing diversity of recreation opportunities without compromising on the experiences.



3.3.4

Respecting our cultures and the unique natural heritage

- Maintenance, enhancement and promotion of our valued natural and cultural environment;
- Recognition that our natural heritage and culture includes land use patterns, community culture, the values of tangata whenua, and the natural and physical environment;
- Increased public awareness of the cultural and built heritage;
- Recognition, maintenance and enhancement of the unique 'sense of place' created by the natural, cultural, heritage and built features of the coastal environment;
- Protection and enhancement of the natural resources, including indigenous flora and fauna that are currently threatened in the coastal environment; and
- Unique sense of place and the quality of natural resources can be adversely affected by overuse.

3.4 Measuring Progress

It is important to recognise that success of the Strategy will not happen overnight. While the preparation and development of the Strategy, and the community and council participation in its development, has been an important first step in achieving the Vision and Mission, a number of changes will likely take many years to come to fruition. The important thing will be to move forward in a positive and logical manner.

What are some examples of progress we might we see in 5 years time?

- New growth areas or cells identified in priority settlements and growth areas;
- Changes to the District Plan for land use management to reduce sediment run-off;
- Information and increased expenditure on pest management and control;
- Reduced sporadic rural or ribbon development.

What are some examples of progress we might we see in 10 years time?

- Structure Plans implemented through District Plan and Asset Management Plans;
- Increased community projects for revegetation of reserve areas;
- Increased walkways along the coastline;
- Consistent signage on tourist loop roads; and
- Investment in major infrastructure (e.g. wastewater plants) in growth areas.

4 *Strategic Objectives & Policies*

Icons used to identify vision elements

This section identifies the Strategic objectives and policies to help council and the community achieve the Vision and Mission Statements. Combined these objectives and policies define how we live, work and play in, and protect our coastal environment.

Throughout this section, the icons have been used to identify how each policy relates to the mission themes. Where the policy is considered 'global' or common to all mission themes, the following icon has been used:



4.1 Residential Growth

4.1.1 *Why does the Coastal Management Strategy set direction for managing residential growth?*

The Technical Papers review residential growth trends & demands

Residential growth and development is a key aspect of how we **live** in the coastal environment. Through the consultation and based on our technical investigations, a number of issues have been identified for residential growth in the coastal environment:

- Whangarei's coastal environment has high demand for residential growth and associated development.
- Directing or allowing growth in the coastal area may adversely impact the viability, quality and vitality of other urban areas including urban Whangarei.
- There are actual and potential conflicts between urban land use and development and other important resources and values (particularly natural character, landscape, sense of place and wilderness values.
- There are actual and potential conflicts between residential activity and incompatible or sensitive activities nearby.
- Growth and development is occurring in areas with limited or poor infrastructure leading to adverse effects and creating demands for investment in infrastructure.
- Several localities have significant vacant land banks and development is sporadic, expansive and difficult to efficiently manage.
- Changing trends in the development market are not well understood as monitoring and data collection tends to ignore the holiday home market.

4.1.2 *Strategic Objectives and Policies*

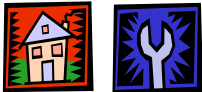
Objective

To accommodate growth and development in a manner which sustains the environment and enhances the sense of place and special character of the Whangarei coast.

Policies



1. To focus residential development to those areas with demand, where the landscape and natural character values have already been compromised.



2. To enable growth and development in areas with suitable infrastructure and community resources, or where these facilities can be efficiently provided.



3. To discourage development where this may detract from significant natural character or outstanding landscape values, or adversely impact on cultural values and sense of place.



4. To avoid uniform residential sprawl or coastal ribbon development by promoting clustered mixed activity settlements focused on existing coastal centres.



5. To avoid adverse effects and promote resource efficiency, by ensuring any urban expansion beyond existing coastal settlements is justified in terms of demand and supply relative to alternative options and locations.



6. To avoid sporadic or poorly co-ordinated development through structure planning guiding development.



7. To monitor coastal demand and development trends, in particular by recording the rate and location of holiday home development relative to permanently occupied dwellings.



8. To encourage and provide for tangata whenua to identify appropriate coastal locations for papakainga housing and marae developments.

4.2 **Infrastructure**

4.2.1 *Why does the Coastal Management Strategy set direction for managing infrastructure?*

The Technical Papers review infrastructure planning

Infrastructure, such as roads, sewerage reticulation and water supply, provide the services and networks that support how we **live, work and play** in the coastal environment. Through the consultation and based on out technical investigations, a number of issues have been identified for infrastructure and the provision of infrastructure.

Issues identified include:

- Ribbon development along coastal arterial roads is adversely impacting on the ability of council to provide essential infrastructure in an efficient and effective manner;
- Infrastructure failure can have serious impacts on: natural character, water quality, biodiversity, recreation and tangata whenua values, public health and safety;
- That Councils roading strategies will have an impact on settlement growth (growth rates and the extent of growth). The road sealing programme (in particular) may influence growth trends in the coastal environment;
- There is current uncertainty about council's intention for a 'Coastal Road'. The planning of any potential link road needs to be based on a broad strategic consideration of the desired nature, scale and form of overall coastal development;
- A harbour ferry service could have a considerable impact on the Reotahi community (e.g. the proposed northern ferry terminal site) as well as on the Whangarei Heads community as a whole, especially if heavy vehicles make the crossing;
- Coastal stormwater discharges from roads in the coastal environment have the potential to impact on water quality of the coastal marine area;
- The ad hoc upgrading of infrastructure creates demand on other resources, which may not have sufficient capacity to cope with the increased demand;
- Asset management programmes will need to be developed or reviewed in light of the findings of the Coastal Management Strategy;
- The widespread reliance on on-site sewage treatment and disposal systems, coupled with the hydrological and geological characteristics of coastal communities, creates potential for groundwater contamination;
- The new landfill at Puwera will increase travel times and costs of solid waste and septage disposal for coastal settlements north of the Whangarei Harbour;
- There is considerable concern that the new financial contributions provisions are not set at an appropriate level to offset servicing costs.

4.2.2

Proposed Strategic Objectives and Policies

All Infrastructure

Objectives

Planning for the provision of essential coastal infrastructure (transport networks, telecommunications, power, wastewater, stormwater, solid waste, potable water, reserves) is to be undertaken in the context of a broader strategic evaluation of the desired nature, scale and form of overall coastal development.

The provision of infrastructure in the coastal environment in an integrated, efficient and effective manner.

Protecting natural water quality is a primary consideration for infrastructure investment.

Policies



1. Ensure infrastructure design and development is sympathetic to natural character, outstanding landscapes, cultural values and sense of place. This may warrant tailor-made solutions rather than standardised designs.



2. To ensure that the construction, maintenance and operation of the District's infrastructure addresses the maintenance or enhancement of natural water quality as a primary business driver.



3. Focus infrastructural investment where it is needed most – to serve growing coastal centres or to address adverse environmental effects.



4. To avoid sporadic or poorly coordinated infrastructure development by adopting structure plans to guide development.



5. To provide infrastructure services in an integrated manner, by continuing to improve coordination of activity between council departments and between network utility providers.



6. Identify and remedy any inconsistencies or conflicts between Divisional or Departmental infrastructural policies.



7. Development should meet the full costs of development to avoid placing burdern on the existing community, taking into account issues of fairness and intergenerational equity.

Transport Networks

Objective

To provide a safe and convenient coastal transport network that takes into account strategic development objectives, and the primacy of the need to safeguard the natural character of the coastal environment.

Policies



1. To prioritise coastal road upgrading projects based on a determination of desired residential and recreational development centers and industrial / rural land use demand.



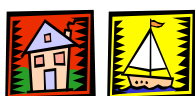
2. To ensure that infrastructural investment in the roading network does not generate growth pressures in inappropriate locations, or contribute to further sprawling or sporadic development.



3. To maintain or develop loop or inland link roads, rather than a continuous coastal route, whilst promoting alternative emergency access options.



4. To accommodate harbour access for water based transport within the Whangarei Harbour, including land-based infrastructure.



5. To provide for cycling and walking as primary local transport in roading upgrades and maintenance (e.g. including appropriate parking, berms and cycle lanes).

Potable Water

Objective

To ensure that a plentiful, sustainable water supply, that meets national drinking water standards is available at all coastal settlements identified as future residential growth and recreational development centres.

Policies



1. Continue policy of interconnection and rationalisation of community water distribution networks.



2. That water conservation (including use of roof water) is promoted, e.g. through Structure Planning.



3. Progress infrastructure works that will secure the reliability of water supplies to communities, particularly over peak periods.



4. Reduce reliance on run-of-stream water sources by replacing these with additional water supply dams where necessary.



5. Increase the capacity of strategically placed water treatment plants to meet coastal demand.

Wastewater

Objective

To ensure that wastewater treatment and disposal systems in the coastal environment do not adversely impact on the receiving environment.

Policies



1. Council shall take action to address failing wastewater disposal infrastructure promptly, especially where this is impacting on water quality, natural character, recreation, Maori cultural values, public health and safety or biodiversity values.



2. To regularly assess the adequacy and performance of on-site wastewater disposal systems in coastal communities.



3. To educate coastal communities about the importance of regular maintenance of on-site wastewater disposal systems.



4. To assess, through structure planning, the need for community based wastewater systems, recognising the values that communities place on their natural and cultural environment as well as the need to provide cost effective solutions (e.g. bottom line reporting).



5. To liaise with the Northland Regional Council regarding environmental trends identified by groundwater and coastal water quality monitoring programmes.



6. To provide wastewater disposal facilities for the discharge of wastes from boats, motor homes and caravans, particularly in enclosed harbour areas, at busy refuelling wharves and at other appropriate locations.

Solid Waste

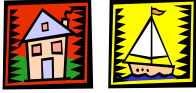
Objective

The efficient, safe and environmentally sensitive collection, treatment and disposal of solid waste in coastal communities.

Policies



1. To provide sensitively designed and appropriately managed waste recycling, collection, treatment and disposal facilities for coastal communities, particularly over the summer holiday period.



2. To provide solid waste transfer stations at strategically identified residential and recreational coastal development centres.

Stormwater

Objective

To ensure that stormwater quality and quantity is managed in a comprehensive manner.

Policies



1. To prepare and adopt comprehensive stormwater managements, scoped through the Structure Planning process.
2. Where practicable, to adopt low impact design solutions for stormwater management as a form of good urban design.

Recreational Infrastructure

Objective

To facilitate the efficient and effective provision of recreational facilities, by developing supporting infrastructural networks.

Policy



1. To target infrastructure to support the development or upgrading of recreational facilities in appropriate areas.

Asset Management

Objective

To improve knowledge of the extent of council’s asset bases and constraints, and the implications of these constraints for the provision of infrastructural services in the coastal environment.

Policy



1. Council will urgently develop or review asset management planning programmes for each of its infrastructure provision functions in light of the findings of the Coastal Management Strategy.

Financial Contributions

Objective

The sustainable and efficient allocation of costs and resources in the delivery of services to new coastal development.

Policy



1. Financial contributions shall be used to provide additional infrastructural capacity, upgrading, new services or infrastructure within the coastal environment, which are required as a result of the activity, and to avoid, mitigate or remedy any adverse effects arising from the new activities.

Monitoring Policy

Objectives

To undertake regular monitoring to determine the nature of demand for coastal infrastructure, and to determine whether council’s current level of service is adequately meeting such demand.

Policies



1. To undertake ongoing monitoring to determine whether coastal infrastructure is adversely affecting:
 - Water quality or quantity;
 - Natural character of the coastal environment;
 - Areas of significant indigenous vegetation, or the habitats of indigenous species;
 - Maori cultural values;
 - Public access to and along the CMA.



2. To include in council’s monitoring, consideration of the community’s expectations for service standards and levels of service.



3. Council will progressively develop and implement monitoring programmes for each of its infrastructure provision functions, in accordance with council’s Monitoring Strategy 2001.



4. Infrastructure monitoring programmes will be designed to address key environmental issues, and to provide feed back for District Plan and State of the Environment monitoring under the Resource Management Act 1991.



5. Council will seek ways (in consultation with tangata whenua) to recognize the sensitivity of wastewater disposal options for tangata whenua.

4.3 Recreation and Open Space

4.3.1

Why should the Coastal Management Strategy set direction for the management of recreation resources and open space?

The Technical Papers review recreation & open space demand

The provision of recreation resources and open space influences the opportunities we have to **play** in the coastal environment and also how we can protect that environment. The following issues have been identified for the Coastal Management Strategy:

- More information is needed about the use or demand for recreation, open space and public access opportunities in the Whangarei coastal environment, or how such use or demand might impact on other values;
- Public access opportunities and recreational facilities at many of the popular coastal destinations are inadequate to cope with visitor pressure, particularly over the summer months;
- Upgrading of recreational infrastructure has a consequential impact on the popularity of coastal destinations and can lead to demand for even higher standards of service, and over use;
- The protection of sensitive coastal habitats, and provision of recreational opportunities to meet the needs of the community, are the two key responsibilities of council, but are not necessarily mutually compatible and therefore need careful management;
- There is a lack of signage and information with respect to the coastal recreational and open space resource;
- There are limited opportunities for the acquisition and linkage of esplanade reserves and strips along the coast, and some of these areas are poorly maintained;
- There are existing unformed roads along the coast which may provide opportunities for enhanced recreation access;
- There is a risk to experiences of solitude, wilderness, quiet and tranquillity due to ongoing development and improved accessibility for recreation use of the coastal environment;
- There is demand for more opportunities for casual camping adjoining the coast;
- There are conflicts occurring in the coastal environment between high impact recreation activities (e.g. all terrain vehicles, jet skis, horses, dogs, mountain bikes and motorbikes), more passive recreation activities (e.g. walking, swimming, picnicking, relaxing on the beach), and natural values;

- The council is proposing development of a public coastal walkway system on public land, or with private landowner approval, extending from Bream Head to Mimiwhangata on the eastern coastline. This has the potential to generate a number of public access issues with respect to private, Maori and conservation land, and natural values, and careful management of access and infrastructure will be needed;
- Council needs to move to take advantage of opportunities to create Regional Parks (e.g. through the Regional Parks Forum), before rising land prices, development proposals and changes in agency perspectives preclude some options;
- In some coastal locations, responsibility for administration of recreational facilities does not lie with the most appropriate authority (e.g. the Department of Conservation in charge of active recreation areas).

4.3.2

Objectives and Policies

Objectives

An improved state of knowledge of public demands and preferences for recreational opportunities at the coast.

Improve the existing levels of recreational services appropriate to the recreation experience, at key destinations (including: Waipu-Langs Cove, Ruakaka, Whangarei Heads Road, Ocean Beach (south), Pataua North and South, Ngunguru, Tutukaka, Matapouri and Whale Bay, Sandy Bay, Whananaki and Oakura).

Recreational infrastructure will be provided in a strategic and coordinated manner, taking into account coastal development objectives and driven by the Open Space Strategy.

Recognise the importance of wilderness, solitude and quiet as a recreation experience.

An appropriate balance in managing the conservation and recreational values of council's coastal reserves will be maintained, in recognition of the fact that public access and recreational activities can adversely impact on other values and resources in the coastal environment.

Improved information dissemination about the coastal environment increasing the public's awareness and enjoyment of the diverse range of recreational opportunities available in the coastal environment.

Maintain and enhance public access, where appropriate, to and along the coast, harbours and rivers.

To improve the allocation of management resources, and the relationship between management agencies, in order to ensure better integration and more appropriate outcomes in the management of recreational areas and activities.

Policies



1. To continue and expand assessment of the public's demands and preferences with respect to coastal recreational opportunities, and to monitor the provision of such services and facilities.



2. To improve the maintenance of existing recreational infrastructure over the summer peak period, by increasing the frequency of the cleaning of public toilets and the emptying of rubbish bins/transfer stations.



3. To undertake a program to progressively construct boat ramps at strategic locations, based on demand and a full assessment of infrastructural requirements, public health and safety and potential adverse effects on the coastal environment.



4. To undertake a program to improve supporting infrastructure for the boat ramp network and permanent mooring areas, including public toilets/changing rooms, rubbish bins/transfer stations, a water supply, waste disposal facilities and car - trailer parking.



5. To focus active recreational infrastructure in areas of high demand, where natural character has already been compromised, provided that any remnant natural values are protected.



6. To provide and expand public access (including esplanade areas) to a diverse range of coastal environments, taking into account the need to limit this access where it is necessary to protect:

- Areas of significant indigenous vegetation and/or significant habitats of indigenous fauna;
- Maori cultural values;
- Public health or safety;
- The wilderness and solitude experiences;
- A level of security consistent with the purpose of a resource consent;
- Other elements that may arise in exceptional circumstances.



7. To encourage esplanade areas to be obtained through the land use consent application process, where major changes in land use occur, and there are limited opportunities for acquiring such areas through the land subdivision process.



8. To improve recreation and pedestrian access to the coast by developing unformed roads as public access walkways and/or reserves where appropriate.



9. To designate specific areas that are appropriate for potentially high impact recreational activities (e.g. all terrain vehicles, horses, dogs mountain bikes and motor bikes) and to discourage passive recreational activities within these areas where appropriate, in order to reduce conflicts between different users of, and sensitive natural values in the coastal environment.



10. To provide accurate information to visitors so that their recreation experience will be enhanced. Such information should cover the values, recreational opportunities and management issues for reserves and open space areas, as well as interpretation of local features and history.



11. To provide informative and welcoming signposting of council's recreational facilities. As a priority, signage should be provided or replaced:

- In high public profile areas;
- Where signs are damaged, or showing incorrect or out of date information;
- Where there are important management issues;
- Where there are important safety issues.



12. Council should liaise with Transit New Zealand, Department of Conservation, Northland Regional Council and other interested parties, to improve directional signposting.



13. Council should work cooperatively with other recreation providers and organisations to provide and distribute visitor information.



14. To actively pursue the establishment of Regional Parks in the Whangarei coastal environment to meet demonstrated regional recreation demand and to protect coastal habitats.

4.4

Coastal Hazards

4.4.1

Why does the Coastal Management Strategy provide direction for managing resources with respect to coastal hazards?

The Technical Papers review coastal hazard information and issues

Coastal processes are a natural function of the dynamic coastal environment. However, where these processes impact on infrastructure and resources they can affect how we **work, live** and **play**. We have identified the following issues for the Coastal Management Strategy:

- There is a need for a consistent, robust and outcomes focused approach to the avoidance, remediation and mitigation of coastal hazards in the Whangarei District.

- There is a need to better understand coastal hazards in the District, particularly in areas where hazards conflict with land-use or development.
- The potential for coastal industry to generate significant risks for life, property and the environment, for example marine pollution from an oil tanker spill.
- Pressures to subdivide, use or develop the coastal edge often compromise natural buffers to coastal hazards.
- There is potential to avoid adverse effects of coastal hazards in undeveloped areas of Whangarei District Council, but within areas that are already developed, remediation and mitigation measures may be necessary.
- Subdivision, use and development in the coastal environment can increase the risk from, occurrence of or the adverse effects of natural hazards.
- There is a current lack of intervention to prevent wildfires in areas of the coastal environment at high risk of this hazard.
- Some esplanade reserves which provide important recreation, landscape and public access values are eroding.

4.4.2

Strategic Objectives and Policies

Objectives

To apply a robust, consistent and outcomes focused approach to the avoidance, remediation and mitigation of coastal hazards including man-made hazards;

To better understand coastal hazards in areas of the coastal environment where knowledge is limited, particularly where coastal hazards conflict with land-use or development;

To avoid where practicable, and to otherwise remedy or mitigate the adverse effects of natural hazards on people, property and the coastal environment with a first preference to 'soft' or non-structural options;

To recognise, protect, maintain and enhance existing natural buffers against coastal hazard effects.

Policies



1. To adopt a precautionary approach to land use development on or near the coast if the effects of such activities on coastal processes are poorly understood or the potential hazards are difficult to define, or the risks are unable to be adequately quantified;



2. Applications for development and assessment of those applications should adopt a consistent evaluation model to assess the risk of, and appropriate response to, coastal hazards.



3. Priority shall be given to coastal hazard investigations in areas where there is a conflict between coastal hazards and land-use or development.



4. Subdivision, use and development in the coastal environment shall be avoided in areas known to be subject to existing or potential coastal hazards.



5. In areas where development has already taken place, and existing or potential coastal hazards exist, investigate the best practicable option to avoid further adverse effects and otherwise to remedy or mitigate adverse effects.



6. Subdivision, use and development in the coastal environment should not increase the risk from, occurrence of, or adverse effects of natural hazards.



7. Limit physical intervention as a means to avoid, remedy or mitigate adverse effects of coastal hazards, to those areas where it is necessary to protect life-line or community infrastructure, and/or public health and safety.



8. Natural buffers which protect against the adverse effects of coastal hazards must be recognised, protected and maintained or enhanced, and landowners should be encouraged to fence off dune areas.



9. Esplanade strips, wider esplanade reserves and generous building setbacks should be provided in areas where significant actual or potential coastal erosion hazards exist*.



10. Measures to prevent or mitigate wildfires should be implemented by council in already developed, or undeveloped areas with a high actual or potential risk of wildfire.



11. To work closely with Northland Regional Council and major industry, for community and environmental contingency planning response to potential major industrial incidents.

* Esplanade 'strips' retain private ownership of land but provide for a public accessway of fixed width from the coast, regardless of changes through erosion or accretion.

4.5 Sense of Place

4.5.1 *Why does the Coastal Management Strategy set direction for protection of 'sense of place'?*

The Technical Papers review sense of place values

The community consultation has identified the importance of 'sense of place' in their value of the coastal environment. This particularly influences how we **live**, but also how we **work** and **play** in and how we **protect** our coastal environment.

In particular, we have identified the following issues for the Coastal Management Strategy:

- There are a number of complex resources and resource values that contribute to the 'sense of place' of Whangarei's coastal environment, including heritage, landscape, special character, built land forms, land use patterns and other community resources.
- The ethic of 'stewardship' or kaitiaki, or sense of community autonomy in resource management contributes to the communities 'sense of place', promoting values of community ownership and sense of belonging.
- Sense of place for mana whenua is defined as 'where they can see their mountain and their sustaining waters'. This sense of place will differ for residents and bach owners.
- Sense of place values currently have the potential to be adversely affected by subdivision, development and use of the coastal environment. However, while protecting these values will contribute to the communities social, economic and cultural well-being, it is important to recognise that both the coastal environment and sense of place are dynamic and will change both temporally and spatially;
- There is potential for sense of place to positively contribute to social, economic and environmental outcomes.

4.5.2 *Strategic Objectives and Policies*

Objectives

Maintain and enhance the diversity of values and special character that contribute to the unique sense of place for communities, mana whenua, and existing settlements along the Whangarei coastal environment.

Recognise and protect the sense of place and special character of the Whangarei coast while providing appropriate opportunities for growth, development and recreation activities.

Enhance the diverse sense of place and special character of the Whangarei coast where this will contribute to the well-being of the communities.

Promote community stewardship and kaitiaki of those resources and resource values that contribute to sense of place.

Preserve the natural character and maintain and enhance the diverse landscape character of the Whangarei coastal environment and protect it from inappropriate subdivision, use and development.

Policies



1. To identify and protect resources and areas of high amenity value, environmental quality and heritage value that contribute to a diverse sense of place (including notable view shafts, notable trees, heritage buildings, areas of wilderness, and other sites and resources).



2. To encourage and support community initiatives for the protection and enhancement of sense of place values in settlements and coastal communities.



3. To encourage and support community participation in planning of local built environments, open space and social infrastructure, to achieve a sense of community belonging and sense of place.



4. To identify those features and resources that contribute to a 'sense of place' and the special character values of the Whangarei coast, by undertaking specific evaluation of these values in structure planning and developing an inventory of such values.



5. To recognise the contribution of existing land use and development (including scale, intensity and vernacular) in contributing to the sense of place in structure planning and decision making for future land use and development patterns.



6. To promote appropriate design, contributing to the amenity of coastal areas and promoting the local sense of place and community identity.



7. To maintain and enhance the coastal landscape and special environmental quality through rigorous management of:
 - Infrastructure (including sewage and waste management);
 - Earthworks;
 - Land clearance;
 - Subdivision; and
 - Site development.



8. To maintain and enhance the coastal landscape and special environmental quality by avoiding insensitive building development:
- On the coastal edge;
 - On notable ridgelines; or
 - That is inappropriate in scale and character with the surrounding coastal landscape values.



9. To monitor the diverse sense of place values for settlements and coastal communities to ensure that those resources and values that are being managed and protected reflect those resources and values of importance.



10. To recognise that landscape values are dynamic (subject to change) and often collective with other natural and cultural values warranting different management techniques.



11. To rehabilitate degraded landscapes where possible and appropriate and in keeping with the surrounding natural environment.



12. To ensure that subdivision, use and development does not detract from or compromise significant landscape features and significant natural areas, including the natural character of the landform when viewed from the sea.



13. To recognise the cultural heritage of the landscape by encouraging local community and mana whenua nomenclature (naming of places).

4.6 Heritage

4.6.1 *Why does the Coastal Management Strategy provide direction for protection of 'heritage'?*

The Technical Papers review heritage values

The community consultation has identified the importance of heritage values in the coastal environment, even though these values are not currently well understood. Heritage resources contribute to our sense of place and thus how we **live** in the coastal environment. The protection of these resources and values also influences how we **protect** that environment. The following issues have been identified:

- There is limited information available on the heritage resources and heritage values in Whangarei's coastal environment;
- Heritage values contribute to sense of place and recreation values but the opportunities for linkages between these values is limited by the lack of information publicly available;

- Heritage resources are being threatened by land use and development and in many instances this threat is not recognised or identified by those undertaking the land use or development;
- There are a number of sites and areas of significant to tangata whenua and many of these are not formally recognised in the District Plan. Nor is there a formal protocol for identifying these values with tangata whenua when land use or development is proposed;
- There are opportunities for greater recognition of local history and heritage values of areas; and
- There are many alternative methods for protection of heritage resources and values, and rules in the District Plan need to be seen as a blunt and ‘end-of-the-line’ method.

4.6.2

Objectives and Policies

Objectives

To improve council and community knowledge of heritage resources.

To recognise the potential for heritage resources to be lost or adversely impacted in development and provide for the identification and assessment of heritage resources in structure planning.

Maintain and enhance the diversity and depth of social and cultural values in the Whangarei coastal environment through its heritage resources.

Recognition and appropriate priority is given to the relationship of tangata whenua (including their culture and traditions) with their ancestral taonga particularly where this conflicts with other values.

Policies



1. To recognise and protect heritage sites, precincts and trails in the Whangarei coastal environment.
2. The subdivision, use and development of land resources in the Whangarei coastal environment shall be managed by structure planning, to provide an opportunity for early identification and protection of heritage resources.



3. To provide and / advocate provision of the following for protection of heritage resources:
 - Public information on heritage sites and areas;
 - Private and voluntary initiatives for heritage preservation and protection;
 - Field investigations of areas of likely concentrations of historic sites;
 - Economic incentives and assistance for heritage protection and management (e.g. fencing or rates relief);
 - Heritage orders and other formal protection instruments;
 - In cases of exceptional heritage value or where heritage values combine with other values, the acquisition of land (including reserve and esplanade reserve contributions);
 - Regulatory controls through District plans;
 - Disincentives or penalties for non-compliance or damage to heritage sites and areas (e.g. fines).



4. To promote tangata whenua access to ancestral lands, water, sites, waahi tapu and other taonga.



5. To encourage tangata whenua to identify and list sites and areas of significance and establish protocols to access this information and tools for their protection and where appropriate, managed use.



6. To recognise Article II of the Te Tiriti o Waitangi (the Treaty of Waitangi) and the role of tangata whenua in decision-making and management for ancestral: lands, water, sites, waahi tapu, and other taonga.

4.7

Rural Development and Subdivision

4.7.1

Why does the Coastal Management Strategy set direction for the management and protection of rural development and subdivision?

The Technical Papers review rural growth trends & demand

Rural development and subdivision are an important aspect of both how we **live** and **work** in the coastal environment and have the potential to impact on how we **play** in and **protect** that environment.

Key issues for the Coastal Management Strategy include:

- Whangarei’s coastal environment has high demand for rural-residential growth and associated development. This development has the potential to adversely impact the ability for work opportunities in the coastal environment and also gives rise to potential land use conflicts between rural and neighbouring residential activities;

- That the 'right to farm' (including forestry) is an essential element of the social and economic well-being of the community;
- That recreation and residential activities in the coastal environment can impact on rural activities, particularly with respect to weeds, pests and uncontrolled domestic animals;
- That there is potential for rural activities to adversely impact on the environment, including the loss of heritage and natural values areas (e.g. effluent run-off impact on water-ways);
- That rural landowners have an ethic of stewardship or kaitiaki over the environment which should be recognised and provided for;
- That the growth in rural lifestyle or rural-residential development has the potential to impact on natural, landscape and heritage values in the coastal environment (in a similar manner to residential growth);
- That the growth in rural lifestyle or rural-residential development has the potential to impact on council's ability to service this growth, particularly where it is sporadic or ad-hoc.

4.7.2

Strategic Objectives and Policies

Objective

To accommodate a diversity of rural land uses and development in a manner that delivers economic benefit, sustains the environment and enhances the sense of place and special character of the Whangarei coast.

Policies



1. To sustain a viable farming community along the Whangarei coast by maintaining opportunities for a diversity of rural land uses, without significant interference from adjacent residential, lifestyle or rural-residential activities.



2. To recognise that there is a 'right to farm', and to educate and advocate to communities about the benefits of a strong rural land use economy and the effects that rural activities can be expected to generate.



3. To carefully manage the interface between rural areas and adjacent residential or rural-residential areas, and between rural land and the conservation estate.



4. To advocate the benefits of voluntary protection and natural area enhancement to the rural community and to offer incentives for voluntary protection of bush remnants, sensitive eco-systems, riparian and coastal margins and wetland areas.



5. To direct rural lifestyle and rural-residential development to appropriate locations adjacent to existing settlements, rather than allowing sporadic development throughout rural coastal areas.



6. To avoid sporadic or poorly co-ordinated development by adopting structure plans to guide development in large-scale rural-residential areas.

4.8

Economic Development

4.8.1

Why does the Coastal Management Strategy set direction to manage and promote economic development?

Economic development is an important aspect of how we work in the coastal environment and has the potential to impact on how we live and play in, and protect that environment. Key issues include:

- The natural values and quality of the coast as a significant economic resource for Whangarei;
- Marsden Point is a significant economic asset for the region and the country;
- The marina developments in Whangarei attract tourism and economic benefit for the wider community but, if poorly managed or developed, have the potential to impact on the natural environment;
- Economic development and new activities in the coastal environment have the potential to impact on the sense of place, natural and cultural values and existing economic activities;
- Tangata whenua have their own expectations and aspirations for economic development in the coastal environment.

4.8.2

Strategic Objectives and Policies

Objective

To sustain a vibrant economy, deriving benefit by maintaining and enhancing the natural character, physical resources and special sense of place of the Whangarei coast.

To promote opportunities for economic growth in settlements along the Whangarei coast, providing for 'mixed use' communities that balance the needs to live, work and play.

Policies



1. To recognise and promote the natural values and quality of the coast as a significant economic resource for Whangarei, which will benefit activities such as low impact tourism development.



2. To recognise the national significance of the physical resources at Marsden Point and maintain the integrity of the large industrial land bank as a significant economic asset for New Zealand.



3. To avoid the introduction of effects-sensitive development and activities close to the Marsden Point port and industrial corridor, so that economic activity in this area can be maximised without external interference or limitations.



4. To enhance the value and function of key visitor destinations and tourist centres for the wider Northland region (e.g. Tutukaka Marina, Town Basin).



5. To encourage all activities near the coast to take voluntary measures to enhance the quality and sense of place of the Whangarei coast by adopting extra high standards for all land use practices, discharges to air or water, earthworks and landscape enhancement.



6. To adopt a precautionary approach to new economic activity on or near the coast if the effects of such activities are poorly understood or difficult to define, or the risks are unable to be adequately quantified.



7. To evaluate the benefits or effects of marine based industry as part of the structure planning exercise for local communities.



8. To work with the Northland Regional Council, community and mana whenua in ensuring that land based and recreation impacts of aquaculture are recognised in defining Aquaculture Management Areas.



9. To provide for tangata whenua, rights to exercise te tino rangatiratanga over their lands and resources to provide for their social and economic well-being.



10. To provide a range of opportunities for iwi/hapu to develop their land and resources in accordance with their own management plans.



11. To recognise council's role as an agent in economic development to build linkages between developers and the community (including tangata whenua).

4.9 Biodiversity

4.9.1 *Why does the Coastal Management Strategy set direction to protect and manage biodiversity?*

Biodiversity is an important aspect of the natural character and natural values of the environment, and also contributes to our heritage values and sense of place (how we **protect** our environment). Issues identified include:

- Indigenous biodiversity decline is one of the most pervasive environmental issue this country faces
- Loss of biodiversity is attributed to a number of land use and management activities including destruction of habitat, harvest by humans, and introduction of pests, weeds and diseases;
- The existing provisions in the Proposed District Plan do not provide enough guidance as to how council should manage and protect biodiversity in the coastal environment, particularly in light of the directions of the recently published New Zealand Biodiversity Strategy and the New Zealand Coastal Policy Statement.

4.9.2 *Strategic Objectives and Policies*

Objectives

Securing and enhancing the long-term viability of biodiversity in the Whangarei coastal environment.

A community-wide response to the issue of declining coastal biodiversity is promoted and facilitated by council.

The maintenance and enhancement of the life-supporting capacity of coastal ecosystems, and the biodiversity of the District's coastal environment.

Protection and enhancement of areas of significant indigenous coastal vegetation and significant coastal habitats of indigenous fauna.

To recognise the role of off-shore islands in providing unique opportunities for the protection and restoration of biodiversity as well as landforms and 'complete' indigenous ecosystems.

Policies



1. To secure the long-term viability of biodiversity in the Whangarei coastal environment by managing, protecting and restoring a representative range of the remaining indigenous coastal habitats and ecosystems.



2. Council should take action to protect wherever possible, coastal habitats and ecosystems:
 - Identified as important for indigenous coastal biodiversity that are not represented within the existing protected area network;
 - That contain species, or are generally, at significant risk of irreversible loss or decline;
 - That are important to migratory species and/or vulnerable stages of common indigenous species;
 - Which improve linkages to and the viability of, existing protected areas;
 - In any situation where public ownership can be demonstrated to be beneficial for effective management.



3. To use local indigenous species for revegetation projects and programmes.



4. To enable communities, individuals and iwi/hapu groups to take action to support the conservation and sustainable use of coastal biodiversity through the provision of management information and resources (e.g. introduction of voluntary rahui supported by council resources such as signage).



5. To adopt a mixture of mechanisms to achieve coastal biodiversity objectives, including: information, education, voluntary mechanisms, economic incentives, property rights and regulation, while recognising the rights, responsibilities and interests of landowners and the community.



6. To encourage and undertake the restoration of areas of degraded or scarce coastal habitat and ecosystems to a healthy functioning state, particularly where these habitats and ecosystems are identified as rare or potentially significant in the District.



7. To recognise the knowledge and role of Maori as kaitiaki in the conservation and sustainable use of coastal biodiversity and in the sustainable management of kaimoana resources.



8. To foster public enthusiasm for, and understanding of, biodiversity restoration projects, by undertaking restoration projects on islands which are easily accessible to people (e.g. Limestone Island) and encouraging public participation in this restoration.

4.10 Pest Management

4.10.1 *Why does the Coastal Management Strategy set direction to manage pests in the coastal environment?*

The community consultation undertaken for the Coastal Management Strategy has consistently identified that pests are a significant issue in the Whangarei coastal environment, impacting on both the way we **work** in and **protect** our coastal area. Key issues for the Coastal Management Strategy are:

- The Whangarei coastal environment is threatened by a number of pest plant and animal species: wild animals such as possums, goats, cats, dogs and rodents, and plant species such as pampas, climbing asparagus, kahili ginger, mist flower in forests and *spartina* in harbours and estuaries;
- Pest damage of natural areas is adversely impacting on the communities 'sense of place' and the intrinsic values of the coastal environment;
- The control of pest species on public land for which council is responsible, is an important function of the Whangarei District Council.

4.10.2 *Strategic Objectives and Policies*

Objective

To achieve comprehensive and integrated management of pest species within the Whangarei coastal environment, in order to reduce the adverse effects of these organisms on the integrity of coastal ecosystems, the District's economy, public access and enjoyment of the coast, and on human health and safety.

Policies



1. To focus pest management efforts in those areas where pest species are threatening the integrity of coastal ecosystems, rural productive land use, public access and enjoyment of the coast, human health and safety.



2. Supporting the Northland Regional Council's regulatory and education role, promoting community awareness and ownership of pest issues, recognising that this is fundamental to achieving long-term goals for pest management.



3. To discourage the establishment of pest species in the coastal environment, by encouraging (through provision of information) control of:
 - Pest nuisances derived from urban settlement;
 - The uncontrolled release of domestic pets to sensitive ecosystems; and
 - Species with potential invasive 'pest' characteristics.



4. To discourage inappropriate pets in areas adjacent to sensitive environments (e.g. discourage the keeping of ferrets, stoats, cats or dogs adjacent to bush areas, or promoting dog training in areas near kiwi habitat).



5. Investigate partnerships and methods to establish mainland islands or predator-free environments, including the potential for land – sea reserve areas.

4.11 Community Resources

4.11.1

Why does the Coastal Management Strategy provide direction for provision and management of community resources?

'Community resources' include, but are not necessarily restricted to: civil defence emergency management services, health care facilities, schools, halls, libraries, technology centres, centres for community service and worship, and recreation and event venues. These resources are important to how we **live** in the coastal environment.

Part 5 of the RMA requires us to manage natural and physical resources in a way which enables communities to provide for their social, economic and cultural well-being, and for their health and safety. Section 37K of the Local Government Act states that the purposes of local government are to provide recognition of the existence of different communities in New Zealand, and for the definition and enforcement of appropriate rights within those communities.

Key issues identified for the Coastal Management Strategy include:

- New legislative direction further defines the purpose of local authorities to enable local decision making and to assist communities in providing for their economic, environmental and cultural well-being and requires council to outline how it will work with these other organisations (including central government) to further community outcomes and priorities.

- There are many agencies that have responsibilities for the provision of community resources and support. There is a need for communication and liaison between these agencies;
- In some areas community resources are poorly managed or poorly provided for;
- Provision of community resources needs to recognise the diversity of coastal communities, both in respect of the mix of temporary and permanent residents but also with respect to the differences in communities in the coastal settlements along the coast;
- That peak period visitors to the coastal environment place a strain on resident communities and community resources;
- That coastal communities often have limited access to District-wide community resources and infrastructure.

4.11.2 *Proposed Strategic Objectives and Policies*

Objectives

Safeguarding the health and safety, cultural and social well-being of coastal communities, by facilitating and promoting the provision of essential community resources.

Coastal communities are given additional support to accommodate seasonal population influxes, or emergency situations, recognising their relative isolation from essential community resources.

Policies



1. To clearly signal council’s strategic direction with respect to the development of coastal communities, in recognition of the fact that many community resources are provided by other government departments or agencies, which also need to coordinate their own strategic actions and priorities.



2. To facilitate the efficient and effective provision of community resources by identifying the need for and appropriate location of, community infrastructure through structure planning and council Community Plans.



3. To recognise and provide for the special health and safety, social and cultural needs and aspirations; of all residents but particularly young people, tangata whenua, the physically impaired and an ageing community, when structure planning and assessing proposals for land use, development and protection of the coastal environment.



4. To provide additional support (such as bylaws, wardens or temporary infrastructure) to coastal communities faced with increased visitor numbers over the summer period.



5. To take into account the potential isolation and vulnerability of coastal communities when developing emergency management policy.

4.12 Integrated Management

4.12.1 *Why does the Coastal Management Strategy provide direction on integrated management of resources in the coastal environment?*

The key purpose of the Coastal Management Strategy is to establish a strategic and **integrated** framework for managing the protection, use and development of the coastal environment within the Whangarei District'.

The consultation we have undertaken, both with statutory agencies and with the community, has raised the need for better communication and liaison between management agencies in the coastal environment, in recognition of the linkages between these agencies and their functions.

4.12.2 *Proposed Strategic Objectives and Policies*

Objectives

To adopt a cooperative approach to coastal management, planning and activity between all agencies and organisations active in the Whangarei coastal environment.

To ensure that monitoring information and 'state of the environment' data is collected, collated and recorded in an integrated manner to minimise duplication of data and maximise the use of this data with respect to the Whangarei coastal environment.

To promote the Coastal Management Strategy as a central focus for improved integration of coastal management and encourage widespread ownership of the Strategy outcomes, recognising that Whangarei District Council can only implement a portion of the Strategy.

Policies



1. To improve coordination of activity between council departments through the establishment of a Coastal Management Strategy working party who meet regularly to guide implementation and monitoring of strategy policy and recommendations.



2. To improve coordination of activity between Whangarei District Council, Northland Regional Council and Department of Conservation through the establishment of a Coastal Management Strategy inter-agency working party to guide implementation of strategy policy and recommendations and to share information, monitoring and enforcement functions.



3. To improve coordination of activity between Whangarei District Council, Northland Regional Council, Kaipara District Council and Far North District Council with respect to cross boundary issues (including recreational and marine industry policy), through regular coastal management policy meetings.



4. To actively protect iwi and hapu interests in the coastal environment, and to seek to build and strengthen partnerships between council and iwi/hapu for the purposes of:

- Conserving and sustainably using the coastal environment;
- The sustainable management of kaimoana resources;
- The protection of waahi tapu; and
- Recognising the relationship of Maori and their culture and traditions with their ancestral lands, water, sites, waahi tapu and other taonga.



5. To promote ownership of the Coastal Management Strategy policies and implementation methods by private organisations and groups such as Landcare groups, major industry, farmer organisations, ratepayer groups and residents associations, and local tangata whenua groups (e.g. Maori Committees) recognising that often these groups are in the best position to advocate community change or action and achieve long term sustainable outcomes.

6. To improve the coordination between agencies gathering and collating data or information, or monitoring the coastal environment, through the establishment of a central repository of coastal records and Regional Monitoring Forum.



7. Whangarei District Council, through the Policy and Monitoring Division will use the Environmental Education Strategy 2002 to provide an education and information service on the Coastal Management Strategy and to promote improved coordination of response to coastal issues.



8. To improve inter-agency cooperation and planning through targeted consultation and liaison, with respect to the following areas of mutual interest to coastal communities:
- Emergency Management and Enforcement;
 - Fisheries;
 - Forestry;
 - Agriculture;
 - Heritage;
 - Housing and Residential Development;
 - Utility Operators;
 - Biosecurity;
 - Health and Safety;
 - Education;
 - Arts and Culture;
 - Sporting Organisations;
 - Tourism;
 - Economic Development;
 - Maori Affairs; and
 - Social Services.

5 **Geographic Interpretation**

Local interpretation to recognise the diversity of Whangarei's coast

The Whangarei Coastal Management Strategy also recognises the importance of acknowledging the diversity of the Whangarei coastal environment and in that regard a number of 'Policy Areas' are identified within the Coastal Management Strategy. It is important to recognise that the 'Policy Areas' are not considered to be discrete units, but rather are intended to reflect 'communities of interest' or particular environments that warrant particular management direction within the context of the District's overall Vision and Mission Statements.

This section introduces these Policy Areas and the local vision statements that have been adopted.

5.1 **Bland Bay – Mimiwhangata**

The northern most policy area has been defined as that area between Bland Bay and the Whangaruru Harbour to Mimiwhangata. This area is characterised by a current low level of residential development, with a higher proportion of holiday-home settlement, rural land use (including forestry), conservation estate and Maori Land.

The policy area boundary has been defined by:

- The District boundary (to the north);
- The Conservation estate;
- Road access - the Oakura Loop Road; and
- The Mokau Maori Committee Boundary (Whenua Topu Trust Area).

Bland Bay – Mimiwhangata Policy Area



5.1.1 The Vision for the Bland Bay – Mimiwhangata area

Quiet relaxed communities respecting a treasured natural environment

5.1.2 The Vision seeks to...



... guide how we 'live' by:

- Maintaining and 'rounding off' the existing settlements;
- Limiting growth in areas of high natural value.



... guide how we 'work' by:

- Managing opportunities for people in the settlements to provide for their economic and social well-being through controlled and managed growth and development;
- Retaining 'low key' development including opportunities for 'low impact' tourism.



... guide how we 'play' by:

- Encouraging marine recreation where this has low impacts;
- Providing recreation experiences for 'wilderness' and quiet.



... guide how we 'protect' by:

- Identifying, maintaining and enhancing those values and areas of high natural character, such as the bush surrounds of the harbour, water quality and significant sites;
- Recognising that the harbour is the areas greatest asset – a wilderness harbour, clean with beautiful water;
- Ensuring that areas between settlements are 'pristine' with a conservation focus.



Quiet
relaxed communities
respecting a treasured
natural environment

Bland Bay - Mimiwhangata

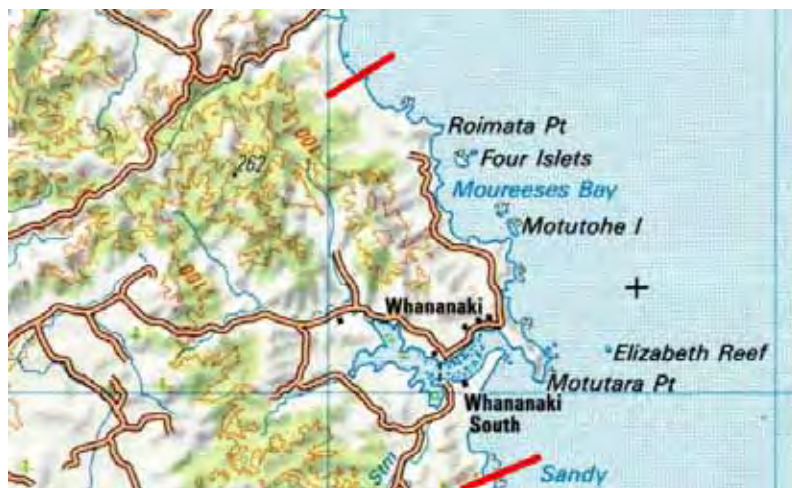
5.2 Whananaki

From Mimiwhangata, the Whananaki Policy Area extends south to just beyond the southern end of the Whananaki Spit. This area has a higher proportion of permanent residential properties but is also characterised as a holiday area (with the campsites having a significant population increase during the holiday periods). The area is generally rural, with small residential settlements (including holiday homes) at Whananaki and the coastal coves to the north.

This boundary has been identified by:

- The end of the Whananaki sand spit;
- The boundary of the Whananaki Maori Committee area;
- The coastal processes assessment undertaken in the Technical Paper on Coastal Hazards;
- Road access (Whananaki North and Whananaki South Road);
- The residential property survey, which indicates a higher proportion of permanent residences compared to holiday homes (contrasting to the trends both north and south where there is a higher proportion of holiday homes than permanent dwellings).

Whananaki Policy Area



5.2.1 The vision for the Whananaki Area

A rural gateway arriving at treasured coastal coves

5.2.2 The Vision seeks to...



... guide how we 'live' by:

- Avoiding ribbon development along the coast;
- Maintaining and protecting the existing residential settlements within coastal coves and providing opportunity for managed growth that 'rounds off' these settlement areas but protects the treasured environment;
- Promoting community ownership and enhancement of 'sense of place' values.



... guide how we 'work' by:

- Maintaining and enhancing the general rural character of this area;
- Recognising opportunities for tangata whenua to provide for economic well-being;
- Encouraging 'low key' tourism that maintains the special sense of place and natural environment values of the area.



... guide how we 'play' by:

- Maintaining and promoting visitor experience of the area as a destination by developing a rural 'gateway' and walkways and cycleways along the coast;
- Recognising and providing for existing recreation use of the coast, including surfing, boating, fishing and camping;
- Acknowledging and limiting recreation access where this impacts on waahi tapu and other significant values for tangata whenua.



... guide how we 'protect' by:

- Encouraging opportunities for the expansion of marine protection at Mimiwhangata;
- Retaining the character of the coastal bays by protecting bush remnants and preventing through traffic;
- Promoting heritage by protection, enhancement and raising awareness of local sites and areas.



A rural gateway
arriving at treasured
coastal coves

Whananaki

5.3

Sandy Bay - Tutukaka Coast

From Whananaki, the Sandy Bay - Tutukaka Coast Policy Area extends south along the rocky east coast shoreline to the mouth of the Ngunguru River. The area is generally residential, with a predominance of holiday homes clustered amongst bush clad hills. Rural and rural lifestyle development is predominantly on the western side of Matapouri Road. The coastal area includes the Tutukaka marina on the Tutukaka Harbour.

The boundary of the Sandy Bay – Tutukaka policy area has been defined in recognition of the following:

- The east coast environment including sandy bays and the rocky shoreline (see the coastal processes assessment undertaken in the Technical Paper on Coastal Hazards);
- The loop of Matapouri Road which provides access from Ngunguru along the eastern coast; and
- The residential property survey, which indicates a higher proportion of holiday home properties (in contrast to the Whananaki area and Ngunguru).

**Sandy Bay –
Tutukaka Policy
Area**



5.3.1

The vision for the Sandy Bay – Tutukaka Area

A maritime hub supporting a relaxed holiday playground.

5.3.2

The Vision seeks to...



... guide how we 'live' by:

- Acknowledging existing and ongoing growth and development and directing this growth to retain character and sense of place;
- Maintaining the 'holiday' or special image and sense of place of the northern beach settlements;
- Clustering and maintaining the diversity of settlements and retaining areas of bush between settlements.



... guide how we 'work' by:

- Using the natural assets of the area as an economic driver, particularly based around the marina;
- Clustering a commercial centre in the Tutukaka Basin at an appropriate scale and sympathetic form and design to the surrounding environment;
- Providing managed opportunity for maritime industry at the Basin;
- Providing tourist facilities to support the 'maritime playground'.



... guide how we 'play' by:

- Maintaining the 'quiet' beach experiences whilst providing for the diverse recreation experiences of the 'playground';
- Promoting the area as a holiday playground, both locally and for the wider region and country;
- Recognising the recreation 'loop' through this area and providing for alternative transport (including walking and cycling) connecting beaches and coves from Ngunguru to Sandy Bay;
- Promoting a coastal regional park in the area.



... guide how we 'protect' by:

- Promoting a coastal regional park and associated marine protection in the area.



A maritime hub
supporting a relaxed
holiday playground

Sandy Bay - Tutukaka

5.4 Ngunguru

The Ngunguru Policy Area extends along the coast from the Ngunguru River to Kumi Point, along Ngunguru and Ngunguru Ford Roads. The area includes the Ngunguru River estuary, surrounded by rural land use (including forestry) as well as the residential settlement of Ngunguru.

The boundary of the Ngunguru policy area has been defined in recognition of the following:

- The hydrological processes of the Ngunguru River and estuary;
- The higher proportion of permanent residents and associated residential character of the Ngunguru estuary (compared with Pataua, Taiharuru and Horahora Rivers to the south and compared to the higher proportion of holiday homes in the Tutukaka and northern settlements);
- Road access (thus Wellingtons Bay has been included in the Tutukaka – Sandy Bay Policy Area).

Ngunguru Policy Area



5.4.1

The vision for the Ngunguru Area

A lifestyle alternative centred on a precious tidal waterway

5.4.2

The Vision seeks to...



... guide how we 'live' by:

- Ensuring that existing and future development addresses impacts on the sensitive receiving waterways;
- Providing services and infrastructure that reflects the 'peri-urban' character (permanent settlement) of the area;
- Providing for growth and development where this does not adversely impact on sense of place or the significant natural values of the waterways.



... guide how we 'work' by:

- Maintaining opportunity for rural activities and rural lifestyle surrounding the area;
- Providing for activities that support the lifestyle of the Ngunguru settlement, including managed development of commercial services to support the permanent population.



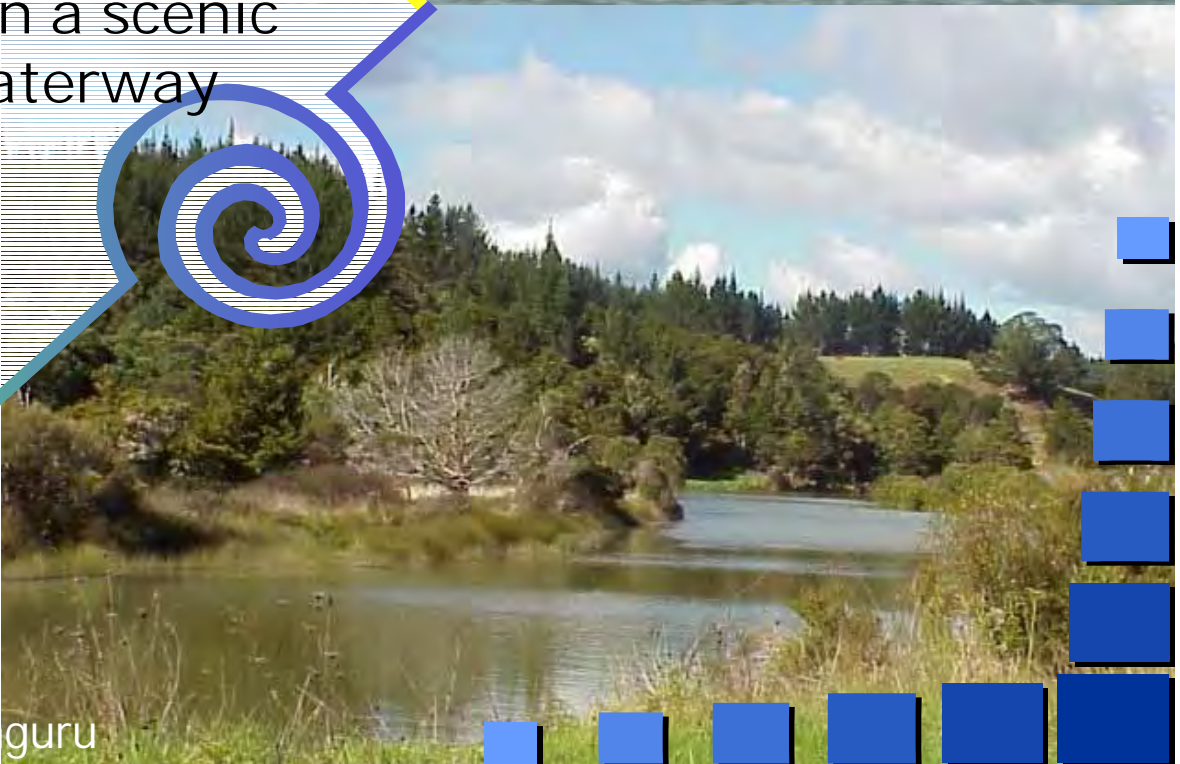
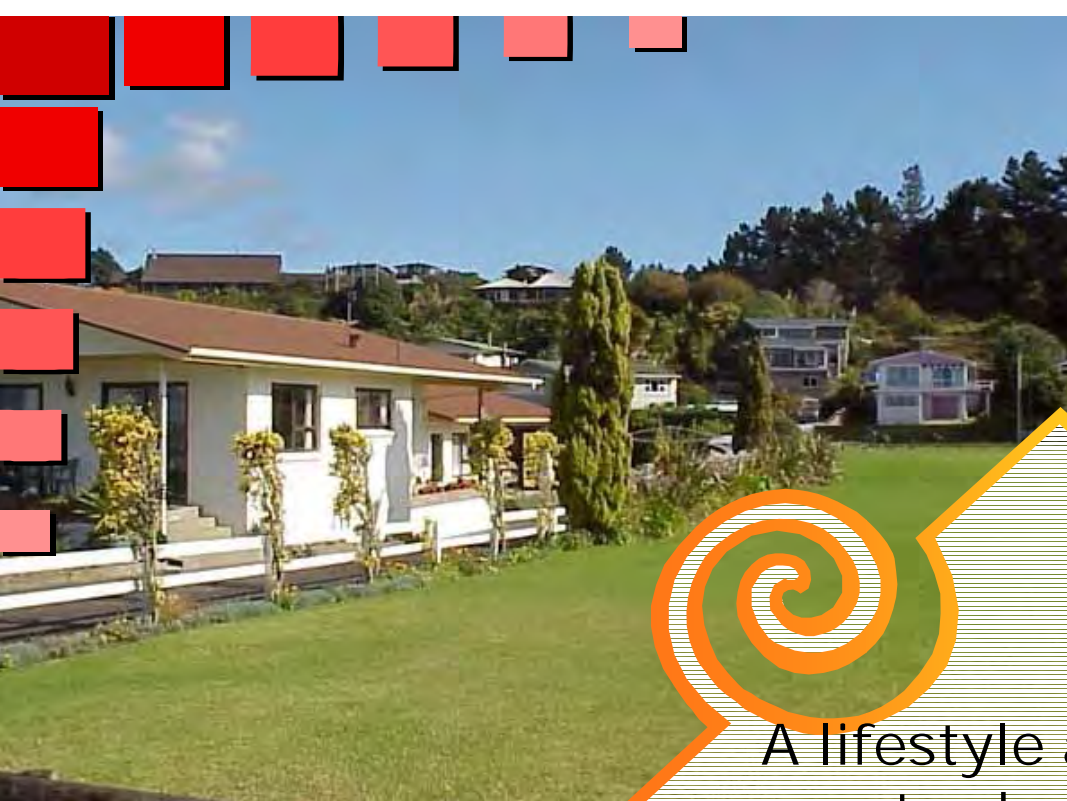
... guide how we 'play' by:

- Maintaining and providing for recreation experiences where these do not adversely impact on the significant natural values of the waterways, for example providing for 'low key' or passive recreation experience and protecting dune and sensitive vegetation areas;
- Recognising the lifestyle alternative of the area and providing for alternative transport (walking and cycling) along roads.



... guide how we 'protect' by:

- Recognising and protecting the river and estuary and restricting access to sensitive areas (e.g. dune vegetation);
- Promoting ongoing protection of Ngunguru Spit as a significant and sensitive environment integral to the intrinsic values of the Ngunguru River and estuary.



A lifestyle alternative
centred on a scenic
tidal waterway

Ngunguru

5.5

Horahora to Awahoa Bay

The Horahora to Awahoa Bay Policy area extends along the east coast from the Ngunguru sand spit south to Awahoa Bay and includes the Horahora, Pataua and Taiharuru Rivers and the beaches of Ngunguru Bay (Pataua North) and the peninsula of Taiharuru Head.

This area also includes extensive rural lands (particularly along the river estuaries) and areas of rural-residential lifestyle. The settlements of Pataua North and South and Taiharuru are smaller and have a greater proportion of holiday homes.

The boundary of this policy area has been defined in recognition of the following:

- The delicate marine environments of the estuaries, rivers, and coast; and
- The pastoral landscape, with smaller pockets of forest and native bush and smaller residential settlements.

**Horahora to
Awahoa Policy
Area**



5.5.1

The vision for the Horahora – Awahoa Bay Policy Area

Three rivers with unique natural, cultural and living experiences

5.5.2

The Vision seeks to...



... guide how we 'live' by:

- Maintaining the diverse and important lifestyles, cultures and land uses of the area through managing and controlling growth;
- Promoting community activities to maintain and enhance the unique sense of place of the three settlement areas;
- Ensuring any growth and development does not adversely impact on sense of place or the significant natural values of the three rivers / estuaries.



... guide how we 'work' by:

- Maintaining opportunity for rural activities and rural lifestyle surrounding the area;
- Managing land use activities where these may impact on the sensitive waterways (e.g. sediment runoff);
- Recognising opportunities for tangata whenua to provide for economic well-being.



... guide how we 'play' by:

- Maintaining and providing for recreation experiences where these do not adversely impact on the significant natural values of the waterways, for example providing for 'low key' or passive recreation experience and protecting dune and sensitive vegetation areas;
- Promoting heritage walkways and raising awareness of the areas unique cultural and heritage values.



... guide how we 'protect' by:

- Recognising and protecting the rivers and estuaries and restricting access to sensitive areas (e.g. dune vegetation);
- Encouraging community management of their unique environments.



Three rivers with
unique natural,
cultural and living
experiences

Horahora – Awahoa Bay

5.6 Ocean Beach and Whangarei Heads

This Policy Area extends from Kauri Mountain to 'the Nook' in the Whangarei Harbour and includes the Manaia ecological district, bush covered hills and mountains, coves, and beaches on the eastern coast and inner Whangarei Harbour. The area is characterised by smaller residential and coastal settlements around bays and beaches, with a backdrop landscape of rural activities and conservation estate.

The boundary of this policy area has been defined in recognition of the following:

- The landscape values and bush clad hills of Kauri Mountain, Bream Head, Mount Aubrey, Mount Manaia and the Nook;
- The unique ecological district, and significant conservation effort currently being made to retain and enhance the local kiwi population;
- Road access from Parua Bay down Whangarei Heads Road; and
- The residential settlements clustered around bays and the road.

Ocean Beach and Whangarei Heads Policy Area



5.6.1

A vision for the Ocean Beach – Whangarei Heads Policy Area

Lifestyle communities clustered amongst natural and heritage landmarks

5.6.2

The Vision seeks to...



... guide how we 'live' by:

- Maintaining and promoting the small communities as individual destinations rather than linking them along the coastal road;
- Recognising the lifestyle of the area and providing for alternative transport (walking and cycling) between settlements;
- Promoting development that 'fits in' with the natural and heritage landmarks.



... guide how we 'work' by:

- Maintaining and protecting the right to farm and recognising its contribution to the heritage of the area;
- Promoting self-contained communities with opportunities for education, employment and for people to provide for their social and economic well-being;
- Promoting eco--tourism or 'low key' tourism and small scale development that does not adversely impact on the natural environment and recognises the significance of this environment as a resource.



... guide how we 'play' by:

- Maintaining the 'park-like' character of the area and encouraging public access between larger reserve areas and along the harbour;
- Maintaining and enhancing opportunity for access to natural landmarks including the harbour (boat access).



... guide how we 'protect' by:

- Recognising the pre-eminence of the environment and managing activities and pests to protect this environment;
- Promoting mainland islands to protect the special landmarks;
- Recognising the significance and heritage of the area to the mana whenua;
- Raising public awareness of the significant natural and heritage values of the area.



Ocean Beach – Whangarei Heads

5.7 Parua Bay to Waikaraka

This Policy Area extends from Parua Bay along the northern side of the Whangarei Harbour (Whangarei Heads Road) to Waikaraka (the boundary of 'urban Whangarei'). The area is characterised by 'peri-urban' residential development along Whangarei Heads Road, with larger residential settlement on the promontory or headlands (e.g. Manganese Point) as well as rural lifestyle development on the northern side of Whangarei Heads Road.

The boundary of this policy area has been defined in recognition of:

- The predominantly permanent residential settlement at Parua Bay and along Whangarei Heads Road (including Tamaterau, Manganese Point and Waikaraka);
- The landscape character of this area with the road along the coastal margins of the Harbour and steep backshore hills;
- The extension of reticulated sewage from Waikaraka to Parua Bay; and
- The coastal processes of the Whangarei Harbour.

*Parua Bay to
Waikaraka Policy
Area*



5.7.1

The vision for the Parua Bay to Waikaraka Policy Area

Harbour communities along the scenic journey from City to sea

5.7.2

The Vision seeks to...



... guide how we 'live' by:

- Recognising the peri-urban lifestyle of the area and providing appropriate infrastructure (including servicing and pedestrian access along this route);
- Promoting development that 'fits in' with the natural and heritage landmarks and voids ribbon development.



... guide how we 'work' by:

- Recognising and maintaining access to urban Whangarei;
- Providing a community hub in Parua Bay servicing this area as well as the Whangarei Heads and Pataua South / Taiharuru areas.
- Managing activities that may adversely impact on the 'scenic journey' of the Whangarei Heads Road or conflict with the tourist and residential functions of this route.



... guide how we 'play' by:

- Promoting the tourist journey along the Whangarei Heads Road, both for cars and cyclists;
- Maintaining and enhancing opportunity for access to the harbour (boat access);
- Providing recreation opportunities serving the permanent population.



... guide how we 'protect' by:

- Promoting mainland islands to protect the special landmarks;
- Recognising the significance and heritage of the area to the mana whenua;
- Raising public awareness of the significant natural and heritage values of the area;
- Integrating protection and/or management of land and marine areas.



Harbour
communities along
the scenic journey
from City to sea



Parua Bay - Waikaraka

5.8 Urban Whangarei to Portland

This policy area extends from Waikaraka to Portland around the Whangarei Harbour (including the City's Town Basin development).

This area has not generally been included in the implementation for the Coastal Management Strategy as it is envisaged that strategic planning for the area will better be encapsulated in a complete and integrated '*Urban Growth Strategy*' for Whangarei. The Vision has given recognition to council's existing Corporate Plan.

5.8.1 *The vision for the Urban Coastal Area*

The ultimate subtropical coastal City

5.8.2 *The Vision seeks to...*

- Recognise the importance of the coast in shaping how the City develops and how we provide for living, working and playing in the City and how we protect areas of the City's coastal environment.
- Enhance the role and function of Whangarei City as the cultural and economic hub, servicing the coastal environment.

Further direction on this vision will be provided through a complete and integrated '*Urban Growth Strategy*' for Whangarei City.



The ultimate
subtropical coastal
City

Urban Whangarei - Portland

5.9 Oakleigh to Takahiwai

This Policy Area extends from Oakleigh on the southern side of Whangarei Harbour to Takahiwai. The area is characterised by a largely rural (pastoral) landscape and the strongly tidal harbour environment including the Mangapai River.

The boundary of this policy area has been defined in recognition of the following:

- Generally a flat to gently rolling rural landscape (compared to the northern side of the harbour) and tidal coastal environment;
- Predominantly rural activity;
- The coastal processes of the Whangarei Harbour.

**Oakleigh to
Takahiwai Policy
Area**



5.9.1 The vision for Oakleigh to Takahiwai

Our tranquil harbour greenbelt

5.9.2 The Vision seeks to...



... guide how we 'live' by:

- Recognising the rural lifestyle of the area and providing appropriate infrastructure;
- Promoting development that does not compromise and is consistent with the natural and heritage landmarks.



... guide how we 'work' by:

- Recognising the economic aspirations of tangata whenua;
- Recognising and protecting the rural buffer between industrial centres at Marsden Point and Portland;
- Recognising the right to farm and maintaining and providing for rural activities.



... guide how we 'play' by:

- Recognising, maintaining and enhancing opportunities for passive recreation activities and recreation experiences of 'wilderness', quite and solitude.



... guide how we 'protect' by:

- Protecting the rural greenbelt;
- Protecting the natural values of the harbour islands;
- Ensuring adequate buffering between potentially 'high impact' activities;
- Enhancing riparian vegetation and protecting coastal margins.



Our tranquil
harbour greenbelt

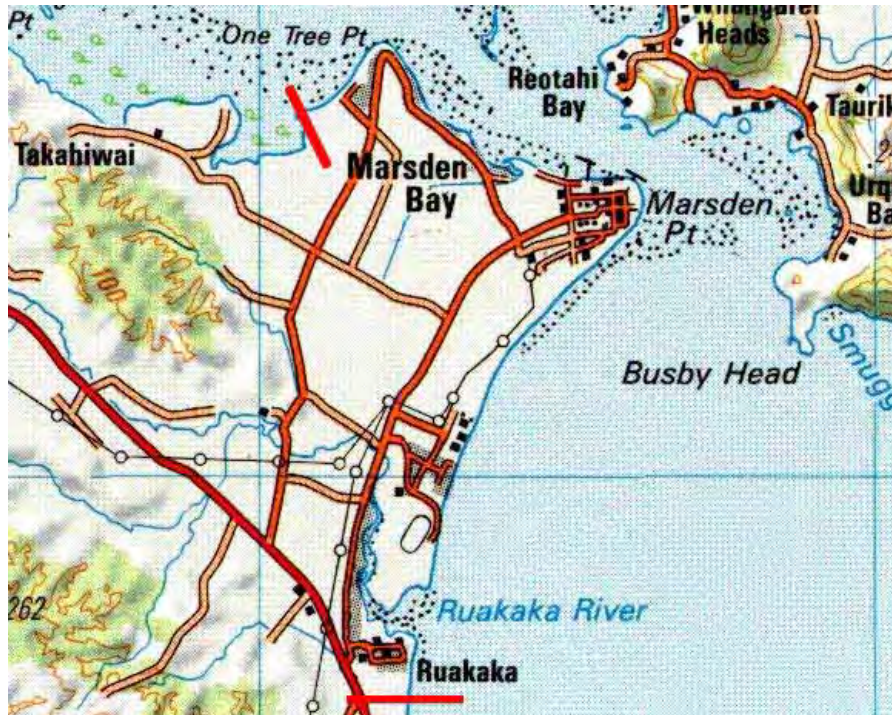
Oakleigh - Takahiwai

5.10 One Tree Point to Ruakaka

This Policy Area extends from one Tree Point to the Ruakaka River. The area includes the industrial area of Marsden Point and the new commercial port development.

This area has been addressed through the *Marsden Point / Ruakaka Structure Plan* and it is not intended that the Coastal Management Strategy revisit the future land use planning and management of this area. A Variation has already been notified to enact the outcomes of the Structure Plan in the Whangarei District Plan.

One Tree Point to Ruakaka Policy Area



5.10.1

The vision for the One Tree Point to Ruakaka Policy Area

An enterprising community prospering on Bream Bays expansive coast

5.10.2

The Vision seeks to...



... guide how we 'live' by:

- Recognising and providing for ongoing growth sensitive to the expansive coastal environment;
- Recognising and providing for the peri-urban and permanent residential community.



... guide how we 'work' by:

- Recognising and providing for ongoing economic growth in the area and the expansion of the major industrial activity clustered around Marsden Point;
- Maintaining the economic activity and recognising the national importance of Marsden Point and the Port activities in the area.



... guide how we 'play' by:

- Recognising the recreation needs and aspirations of a growing community and enhancing facilities as appropriate;
- Recognising the importance of the expansive coast and promoting public access along this coast;
- Recognising and providing for diverse recreation activities including fishing, boating, surfing, swimming and passive recreation (e.g. walking);
- Promoting a Regional Park or recreation areas that recognise the regional recreation importance of the area.



... guide how we 'protect' by:

- Protecting and enhancing those elements of the coast that contribute to its expansive and special natural heritage.
- Ensuring adequate buffering between potentially 'high impact' activities, e.g. industrial activities;
- Maintaining and enhancing water quality by protecting the coastal marine area from pollution.



An
enterprising community
prospering on Bream
Bays expansive
coast

One Tree Point - Ruakaka

5.11 Uretiti to Bream Tail

This area is defined from the Ruakaka River to the southern tip of Bream Bay (southern end of the District). The area is characterised by an open coastal sandy bay influenced by the Waipu River outlet. This includes the large undeveloped area currently owned and managed by Department of Conservation (Uretiti) and the residential and coastal residential settlements of Waipu Township, Waipu Cove and Langs Beach as well as the currently rural Andersons Cove area.

The boundary of this policy area has been defined in recognition of the following:

- The open coastal sandy bay influenced by the Waipu River outlet;
- State Highway 1 and the rural backshore hills; and
- The higher proportion of coastal holiday homes in the southern settlements (compared to the Ruakaka / Marsden Point area).

**Uretiti to Bream
Tail Policy Area**



5.11.1 The vision for Uretiti to Bream Tail

Bream Bays holiday playground and heritage centre

5.11.2 The Vision seeks to...



... guide how we 'live' by:

- Recognising and providing for ongoing growth sensitive to those values that contribute to its 'holiday' sense of place and heritage;
- Ensuring that servicing for growth (including water supply, sewerage disposal) does not impact on the values that contribute to its 'holiday' sense of place and heritage;
- Encouraging development that maintains the 'village' character of Waipu, central to the heritage values and sense of place.



... guide how we 'work' by:

- Clustering commercial activities to reinforce and protect the heritage centre;
- Providing for tourism activities that promote the playground and heritage values.



... guide how we 'play' by:

- Recognising the recreation needs and aspirations of a holiday community and enhancing facilities as appropriate;
- Recognising and providing for diverse recreation activities including fishing, boating, surfing, swimming and passive recreation (e.g. walking);
- Developing opportunities for active recreation (e.g. boating) where this does not compromise the ecological values of Uretiti;
- Promoting the area as a tourist and recreation destination (e.g. through a Regional Park).



... guide how we 'protect' by:

- Protecting and enhancing those elements of the coast that contribute to its special natural heritage; and
- Managing active and passive recreation to ensure natural values are adequately protected.



Bream Bays holiday
playground and
heritage centre

Uretiti – Bream Tail

6 *District Wide Implementation of the Strategy*

The following section provides guidance on specific measures and methods to be undertaken to achieve the Strategic Objectives and Policies of the Coastal Management Strategy. Given that the Strategy will provide guidance over a 50 year time horizon, direction on priorities has been provided for in this section. Symbols have been used to identify priority:

- 1** - Should be undertaken urgently, preferably within 1 – 2 years;
- 2** - Should be undertaken within 3 – 5 years
- 3** - Beyond 5 years or priority reassessed in review of the Coastal Management Strategy.

To assist in council planning an assessment has also been made of ‘effort’ (for council) for each of the implementation methods (this measure is given as a rough order estimate of ‘person hours’ to achieve the method). This ‘effort’ assessment does not provide for elapsed time (e.g. consultation or statutory processes) and is not intended to assess wider community or other agency inputs.

6.1 Residential Growth and Development

6.1.1 *Regulation*

- Promote a Plan Change to address any changes to Living Environment boundaries or rules arising from Structure Plans for high priority areas **1**
- Promote a Plan Change to “down zone” any areas currently in the Living Environment which as a result of the Strategy are no longer considered appropriate for development. **1**
- Clearly signal long term urban “fences” as part of the Structure Planning process and reinforce this through appropriate land management (e.g. rural buffers and open space zoning or reserves development). **1 - 2**
- Promote a Plan Change to introduce controls and performance standards aimed at carefully managing the effects of development activity in coastal margins. **1**
- Promote a Plan Change, as necessary, to introduce hapu management plans as a formal mechanism to establish a framework and direction for the management of Maori Land (similar to the Structure Planning process) in the District Plan. **2**

6.1.2 Advocacy

- Develop a Design Guide to encourage good urban form in coastal margins and to encourage development compatible with sense of place in those coastal settlements with special character and identity. 1 - 2

6.1.3 Information and Monitoring

- Establish a monitoring framework and indicators for coastal demand and development trends with particular attention being given to holiday home development trends. 2
- Use the outputs of demand monitoring to guide the work programme for structure plans for medium and low priority areas and as a trigger for any rezoning decisions. 2 - 3

6.2 Infrastructure

6.2.1 Asset Management

- Asset Management Plans to be prepared or reviewed in light of the outcomes of Whangarei Coastal Management Strategy and in particular the recommendations of Structure Plans for high priority settlements. 1
- Infrastructure investment and programming to be reviewed in light of priorities arising from Coastal Management Strategy. 1
- Develop an action plan and programme to locate pedestrian and cycle paths to be included in the road reserve during upgrades and maintenance. 2

6.2.2 Advocacy

- Develop a Design Guide to encourage sensitive infrastructure design in coastal margins with council leading by example by providing infrastructure that is compatible with sense of place in those coastal settlements with special character and identity. 1
- Develop an education programme to promote improved maintenance of septic tanks. 2

6.2.3 Information and Monitoring

- Work closely with Northland Regional Council to build on their monitoring framework and indicators for ground and coastal water quality impacts from wastewater. 1

- Use demographic and demand monitoring as a baseline for infrastructure capacity assessment and monitoring. 2

6.2.4 Economic Instruments

- Develop appropriate financial contributions policy and rules for subdivision and development in coastal areas. Contributions to reflect actual and reasonable infrastructure costs and to include consideration of higher future maintenance costs arising from development in coastal margins. 1

6.3 Recreation and Open Space

6.3.1 Asset Management

- Asset Management Plans to be prepared in light of the outcomes of the Coastal Management Strategy (alongside the Open Space Strategy) and the recommendations of Structure Plans for high priority areas. 1
- Put more resources into maintenance activities over the summer peak period, in particular for cleaning of toilets and collection of rubbish. 1
- Develop an action plan and programme for boat ramp upgrading and investment in accordance with the recommendations of the Coastal Management Strategy and Structure Plans. 2
- Develop an action plan and programme for improving directional and information signage at high use coastal centres. 3
- Whangarei District Council and Department of Conservation to continue to work together to identify opportunities for reserve land swaps with Department of Conservation relinquishing active open space areas and recreation facilities to Whangarei District Council and Whangarei District Council passing over ownership or management of reserves with significant conservation values. 3
- Whangarei District Council to investigate opportunities for existing unformed roads to be converted for pedestrian walkways and/or reserves. 2 - 3
- Work with Northland Regional Council, Department of Conservation, Far North District Council, Kaipara District Council to progress the action plan and programme for the establishment of a continuous coastal walkway linking the Whangarei coast with District's to the north and south. 2
- Work with Northland Regional Council and Department of Conservation to develop an action plan and programme for the purchase and development of at least two regional coastal parks within Whangarei District. 2

6.3.2 Regulation

- Designate through Reserve Management Plans or the District Plan specific areas suitable for potentially high impact recreational pursuits such as all terrain vehicles, mountain bikes and horse treks. 2
- Use bylaws and designate in Reserve Management Plans those areas where potentially high impact activities are prohibited. 1
- Promote a Plan Change to introduce more specific guidance for coastal open space environments, including the distinction between active recreational centres and passive coastal open space with activity and performance controls for both types of coastal open space. 2
- Schedule areas through the District Plan where public access will be restricted for specific reasons such as habitat protection, Maori cultural values, health and safety or security of commercial operations. 2

6.3.3 Economic Instruments

- Council to report and provide transparency on the collection and expenditure of local financial contributions (e.g. to demonstrate that local contributions are spent locally).

6.4 Coastal Hazards

6.4.1 Asset Management

- Adopt the “Council Implementation Model” as a primary basis for option evaluation and selection of a preferred option for council’s response to coastal hazards 1

6.4.2 Regulation

- Adopt the ‘Implementation Model for Developer/ Applicant’ (refer Technical Paper 4) as a primary basis for option evaluation and selection of a preferred option for developments in areas subject to coastal hazards. 1
- Promote a Plan Change to down-zone any underdeveloped areas currently in the Living Environments that are subject to coastal hazards. 2
- Do not zone any further areas for development within hazard-prone areas, with growth directed to more appropriate Living Environments. 1

- Work with Northland Regional Council and Department of Conservation to give legal protection to natural buffers and defence systems such as dunes, spits and wetlands (e.g. through bylaws). 1
- Enforce bylaws to control the adverse effects of recreation activities such as off road vehicles. 1
- Require developers to set aside esplanade strips rather than reserves on eroding stretches of coast so that the area available for public access is maintained as the coastline retreats. 2

6.4.3 Economic Instruments

- Investigate options to ensure contributions from developers, within potential hazard areas, to fully cover the risk and future cost of council having to undertake coastal hazard mitigation. 2

6.4.4 Monitoring

- Work closely with Northland Regional Council to establish a monitoring framework and indicators for the protection of natural defence systems and to improve the understanding of trends in coastal erosion and hazards. 1

6.5 Sense of Place

6.5.1 Regulation

- To promote a Plan Change to introduce specific policies and methods to maintain sense of place in areas identified through Structure Plans to have special character warranting protection. 1 - 3
- To promote a Plan Change to introduce specific controls as necessary for earthworks, land clearance and site development and the location of building developments within the coastal environment. 1
- To promote a Plan Change to identify and protect important coastal view shafts and other natural features that create special sense of place such as notable ridgelines or headlands. 2
- To promote a Plan Change to address any gaps in the controls protecting Outstanding landscapes from development impacts. 1

6.5.2 Asset Management Plan

- Review the New Zealand Geographic Board *Rules for Nomenclature* and develop similar guidelines for naming of street and road names, recognising the importance of naming for sense of place. 2

6.5.3 *Advocacy*

- Develop a Design Guide to encourage good urban form and sensitive rural development in coastal areas and to encourage development compatible with sense of place in those coastal settlements with special character and identity. 2
- Prepare public information on the opportunities to establish community lead stewardship, management and kaitiaki groups (including information on opportunities for financial assistance for these groups). 3

6.6 Heritage

6.6.1 *Regulation*

- To use a suite of legal tools such as Heritage orders, District Plan rules and covenants to give formal protection to known heritage sites. 1
- To promote a Plan Change to give formal protection to any important coastal heritage sites, precincts and trails identified as part of the Coastal Management Strategy or Structure Plans. 1
- Where there is agreement with tangata whenua, to promote a Plan Change to give formal protection to cultural heritage sites identified as part of the Coastal Management Strategy or Structure Plans. 2

6.6.2 *Advocacy*

- Council to develop an education programme and incentives scheme to promote voluntary protection and restoration of heritage resources. This may include establishing a fund for heritage projects and the provision of rates relief for heritage sites. 2
- Council establish annual environmental award for projects promoting heritage protection. 3

6.6.3 *Partnership*

- Council to give formal policy recognition to the role that tangata whenua play in the protection and management of ancestral lands, water, sites, waahi tapu and other taonga and develop protocol for sharing of information and resources to protect cultural resources of significance. 1

6.6.4 *Asset Management*

- Develop a programme for council purchase of sites of outstanding coastal heritage significance where other protection mechanisms are unavailable. 3

6.7 Rural Development and Subdivision

6.7.1 Regulation

- Ensure that the 'right to farm' (including forestry) is inherent in the policy framework of District Plan provisions for the Coastal Countryside Environment. 1
- Promote a Plan Change if necessary to protect productive rural areas from limitations arising from reverse sensitivity. This may mean establishing formal buffer areas through structure planning or introducing rules to control living activities along the rural interface. 2
- Promote a Plan Change to better recognise the natural character of coastal countryside area as distinct to other general countryside environments in the District. This may warrant more onerous subdivision and development controls and the introduction of specific controls for earthworks, land clearance and site development and the location of building developments within the coastal environment. 1
- Promote a Plan Change as necessary to direct coastal lifestyle and rural-residential demand to appropriate locations (zones) adjacent to existing centres and to restrict sporadic development throughout the coastal countryside. 1

6.7.2 Advocacy

- Council through its environmental education programme to promote a better understanding of the economic value of rural activities and tolerance of the nuisance effects that can arise from normal farming practices. 3

6.7.3 Economic Instruments

- Council to provide incentives for voluntary natural area protection including: 2
 - Criteria for environmental benefit subdivisions
 - A fund for rural conservation projects such as replanting, pest control or fencing, and
 - A rating relief scheme for permanent protection of significant natural features such as bush, wetlands, riparian strips and coastal margins.

6.8 Economic Development

6.8.1 Regulation

- Ensure that the District Plan retains potential for large-scale industrial development at Marsden Point and that sufficient control exists over residential development nearby to avoid reverse sensitivity problems. 1
- Promote a Plan Change for Tutukaka Marina and environs to facilitate mixed-use development centred on this tourism and recreational hub. 1
- Ensure that the District Plan provisions do not permit the establishment of activities in the coastal environment with effects that can harm the clean, green image of the District or undermine natural character and sense of place. Conversely, take a flexible approach to the establishment of economic activities that enhance this image such as eco-tourism. 2

6.8.2 Advocacy

- Work with relevant agencies such as Tourism Northland to promote the natural values of the Whangarei coast and the attractions of the areas as a place to live, work and holiday. 3
- Council to provide leadership in promoting higher standards of environmental management and protection. This may include promoting management tools such as ISO 14001, Greenplan and industry codes of practice. 3

6.9 Biodiversity

6.9.1 Regulation

- Ensure that the District Plan or alternative legal remedies provide adequate formal protection for significant habitat areas and to promote a Plan Change to include additional “at-risk” areas identified during Coastal Management Strategy warranting protection. 1
- Through Structure Planning, identify linkages between protected areas that can be added to the reserves network or protected by District Plan controls. 1 - 3

6.9.2 Asset Management

- Identify priority natural areas for purchase and addition to the reserves network. 2
- Council to focus on using local indigenous species for restoration projects and for passive reserve planning. 1

6.9.3 *Advocacy*

- Council to compile and disseminate through its Environmental Education Strategy information about the biodiversity of the Whangarei coast and promote environmental care and voluntary protection. This may include establishing a fund for biodiversity projects and the provision of rates relief for retention of natural features. 3
- Council establish annual environmental awards for projects promoting biodiversity enhancement. 2

6.10 Pest Management

6.10.1 *Advocacy*

- With Department of Conservation and Northland Regional Council, prepare education and training material to raise awareness in the community of methods for pest management on private property. 1
- With Department of Conservation and Northland Regional Council, prepare education material regarding potential damage to indigenous flora and fauna from domestic pets. 1
- Ensure that Northland Regional Council is aware of the primacy of weed and pest management control as a community concern in the coastal environment. 1

6.10.2 *Regulation*

- With Department of Conservation and Northland Regional Council use bylaws or other controls to restrict domestic pets within and adjacent to very sensitive ecosystems such as kiwi habitat areas. 2

6.10.3 *Asset Management*

- Pest management efforts on council land and reserves to be focused on natural areas and ecosystems at significant risk and managing the interface with productive farmland (e.g. through adoption of its own pest management strategy). 1
- In conjunction with Northland Regional Council and Department of Conservation, investigate areas for the establishment of mainland habitat islands protected by pest control or fencing. 2

6.11 Community Resources

6.11.1 Asset Management

- Target community infrastructure investment (e.g. halls, libraries, emergency management stations) to those settlements identified in Coastal Management Strategy and Structure Plans as growth centres. 1
- Rationalise expenditure on community infrastructure in areas with little or no growth and limited demand for such facilities. 1
- Ensure that the special needs and health and safety of all people but in particular young people, the elderly, tangata whenua and the physically impaired are catered for in the design of community infrastructure. 2
- Community infrastructure is to be designed in a scale and style consistent with the sense of place and character of coastal communities. 2

6.11.2 Regulation

- Consider a Plan Change to enable any major community infrastructure project if the existing Plan provisions for coastal communities are inadequate. 3

6.11.3 Monitoring

- Use demographic and demand monitoring as a baseline for community infrastructure capacity assessment and monitoring. 2

6.12 Integrated Management

6.12.1 Communication and Coordination

- Establish a Whangarei District Council Coastal Management Strategy Working Party comprising staff of all relevant council divisions who meet at least quarterly to guide implementation of Coastal Management Strategy. 1
- Establish an Inter-Agency Working Party comprising representatives of Whangarei District Council, Northland Regional Council and Department of Conservation, who meet at least quarterly, to guide inter-agency co-operation on achievement of Coastal Management Strategy recommendations. 1

- Hold a regular (at least 6 monthly) meeting of representatives of Whangarei District Council, Kaipara District Council, Far North District Council, Department of Conservation, and Northland Regional Council to improve cross boundary communication and management for the coastal environment. 1

6.12.2 *Advocacy*

- Whangarei District Council to sponsor a series of community workshops to actively promote the adoption and implementation of Coastal Management Strategy recommendations by private organisations and groups such as Landcare groups, farmer organisations, Beach care groups and residents associations. 2
- Whangarei District Council to make funding available for a part time Coastal Management Strategy implementation coordinator who can advocate policy and assist private organisations to implement Coastal Management Strategy recommendations. 2

6.12.3 *Information and Monitoring*

- Through the Regional Monitoring Forum host an inter-agency workshop comprising representatives of Whangarei District Council, Northland Regional Council, Department of Conservation and other interested agencies (e.g. Department of Health, Northland Polytechnic) to discuss the options for sharing environmental monitoring duties outputs and establishment of a central repository of coastal records for Whangarei. 2

7 Policy Area Implementation

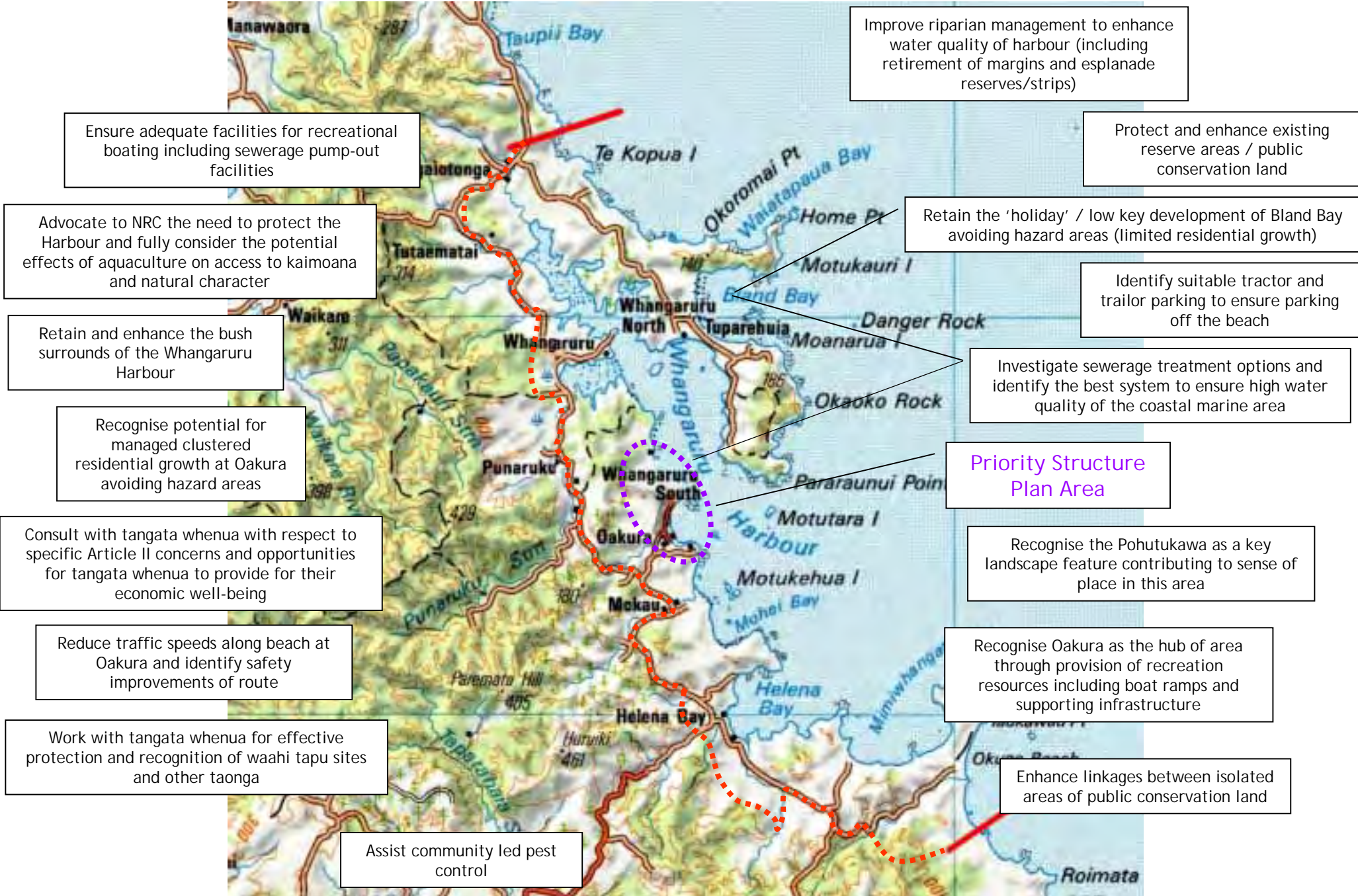
In addition to the District-wide implementation of the Strategy, it is proposed that implementation direction will be developed at a local level. This section sets out the local direction developed to date for implementing the Strategy, including setting management tasks and identifying those areas where further detailed direction is to be provided through the completion of Structure Plans.

7.1 Policy Area Implementation Direction

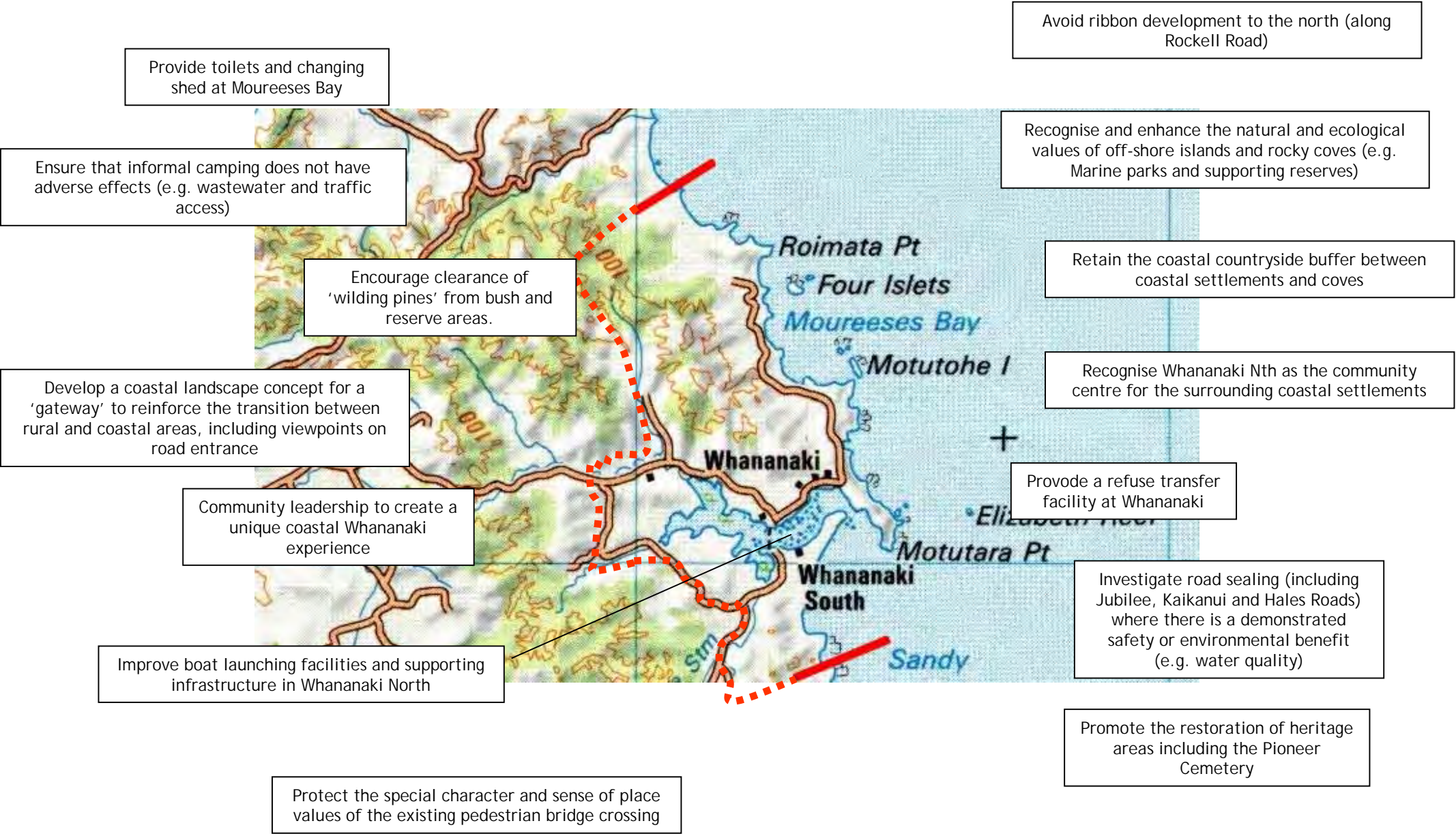
***Broad level
implementation
direction set out
for Policy Areas***

These maps provide direction on how the local policy visions (section 5) will be implemented. It is noted that further specific direction will be developed for those areas in Part III of the Strategy; the Structure Planning.

Whangaruru – Mimiwhangata: Quiet relaxed communities respecting a treasured natural environment



Whananaki: A rural gateway arriving at treasured coastal coves



Sandy Bay – Tutukaka: A maritime hub supporting a relaxed holiday playground

Promote the tourist loop on Ngunguru and Matapouri Roads providing access from Whangarei City

Priority Structure Plan Area

Promote acquisition and support for a Regional Park, marine reserves/parks and other supporting recreation resources

Integrate any works for hazard mitigation with opportunities for improved public access along foreshore

Identify an appropriate area for active marine based recreation and support facilities on landward area

Ensure community servicing are adequate to account for growth of the Tutukaka and Sandy Bay areas through Structure Planning and Asset Management

Protect the coastal edge (as viewed from the water) by requiring bush retention and revegetation

Investigate the upgrading of Kaiatea Road as an alternative route to the coastal road

Enforcement of restrictions for vehicle access to the beach

Provision of a refuse centre (e.g. recycling center) for area

Recognise the Harbour as a maritime recreation and tourist hub and provide for growth through Structure Planning

Explore and promote opportunities for developing and upgrading walkway linkages between Tutukaka and Matapouri and northwards

Priority Structure Plan Area

Provide opportunity for managed residential and rural-residential growth and development through Structure Planning



Ngunguru: A lifestyle alternative centred on a scenic tidal waterway

Introduce traffic calming measures to protect the recreation and residential amenity values and accessibility along the Ngunguru waterfront

Ensure appropriate services are provided for peri-urban development including water supply, wastewater and community recreation facilities

Investigate the need for a multi-use community facility (e.g. recreation, art, technology centre) in recognition of the diverse demographic character of the area

Manage and promote the sensitive estuarine environment and provide for appropriate recreation opportunities in this area (passive recreation)

Improve riparian management to enhance water quality of estuary (including retirement of margins and esplanade reserves/strips and management of the forestry/estuarine buffer)

Priority Structure Plan Area

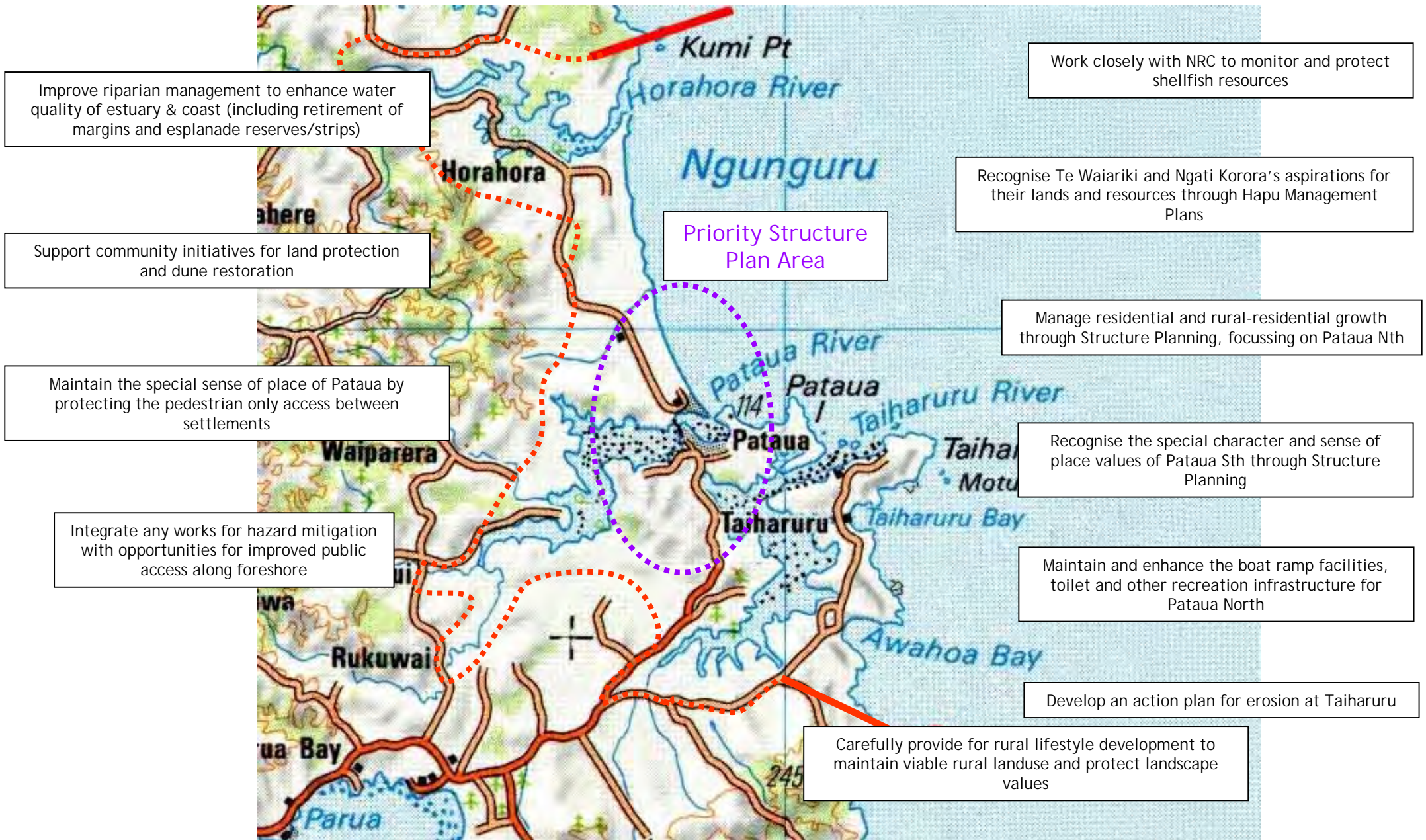
Provide for the management of Ngunguru urban area through Structure Planning (e.g. roading upgrades, footpaths, water supply and wastewater servicing).

Take a comprehensive approach to catchment management to reduce flooding and avoid discharge of contaminants to estuary

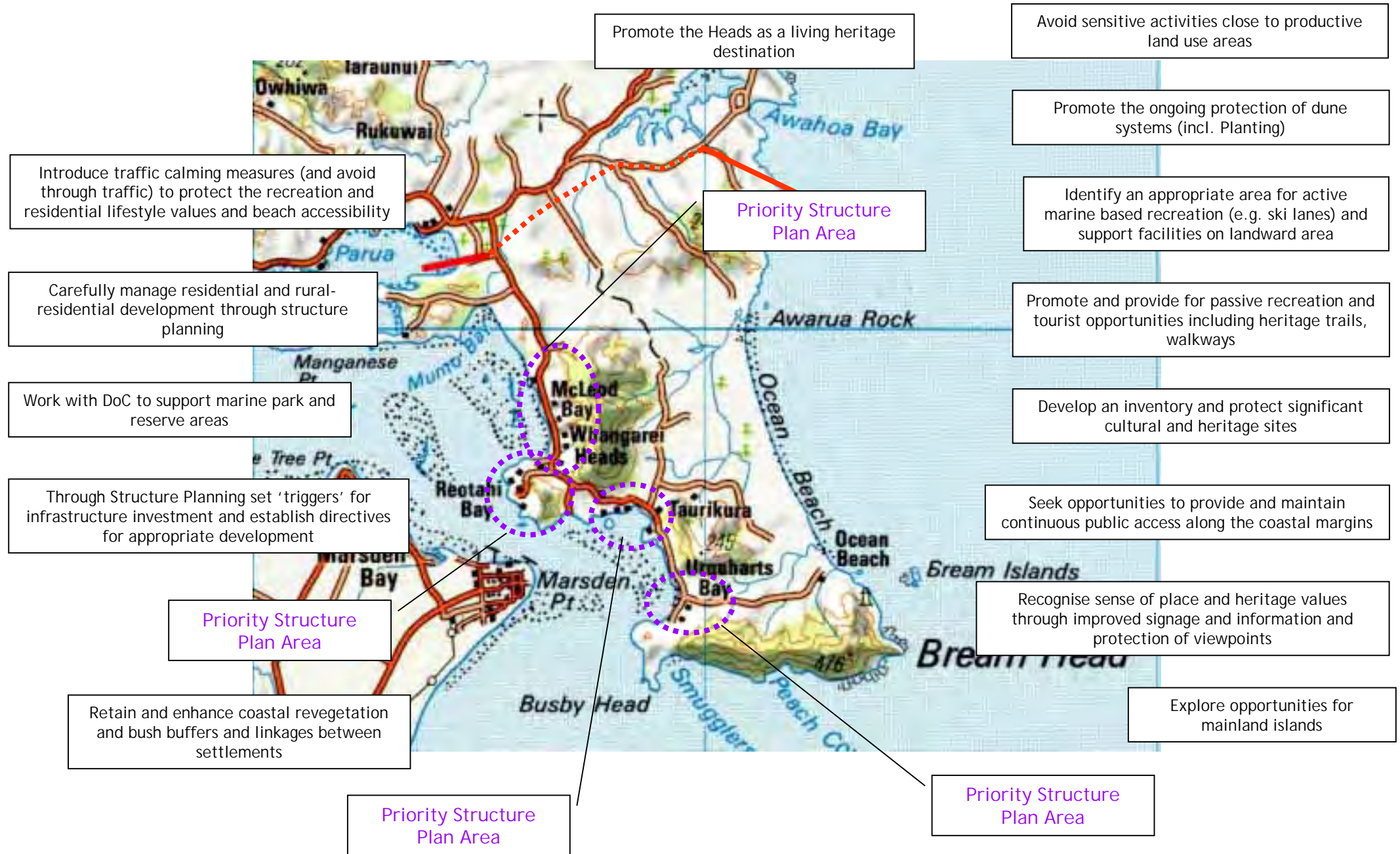
Seek protection in perpetuity of the special natural character, heritage and sense of place values of the Ngunguru Spit (e.g. through establishment of reserve or park)



Horahora – Awahoa Bay: Three rivers with unique natural, cultural and living experiences



Ocean Beach – Whangarei Heads: Community lifestyle choice clustered amongst natural and heritage landmarks



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

Investigate opportunities to upgrade and develop inland routes recognising the vulnerability of the existing road and its capacity limits

Provide for and expand sporting facilities at Parua Bay

Maintain the close land/sea interface and travelling experience

Provide a 'gateway' to the Heads through consistent infrastructure design and signage

Priority Structure Plan Area



Discourage use of Whangarei Heads Road by heavy and industrial traffic, recognising the route as a scenic and tourist journey (e.g. cycling and walking)

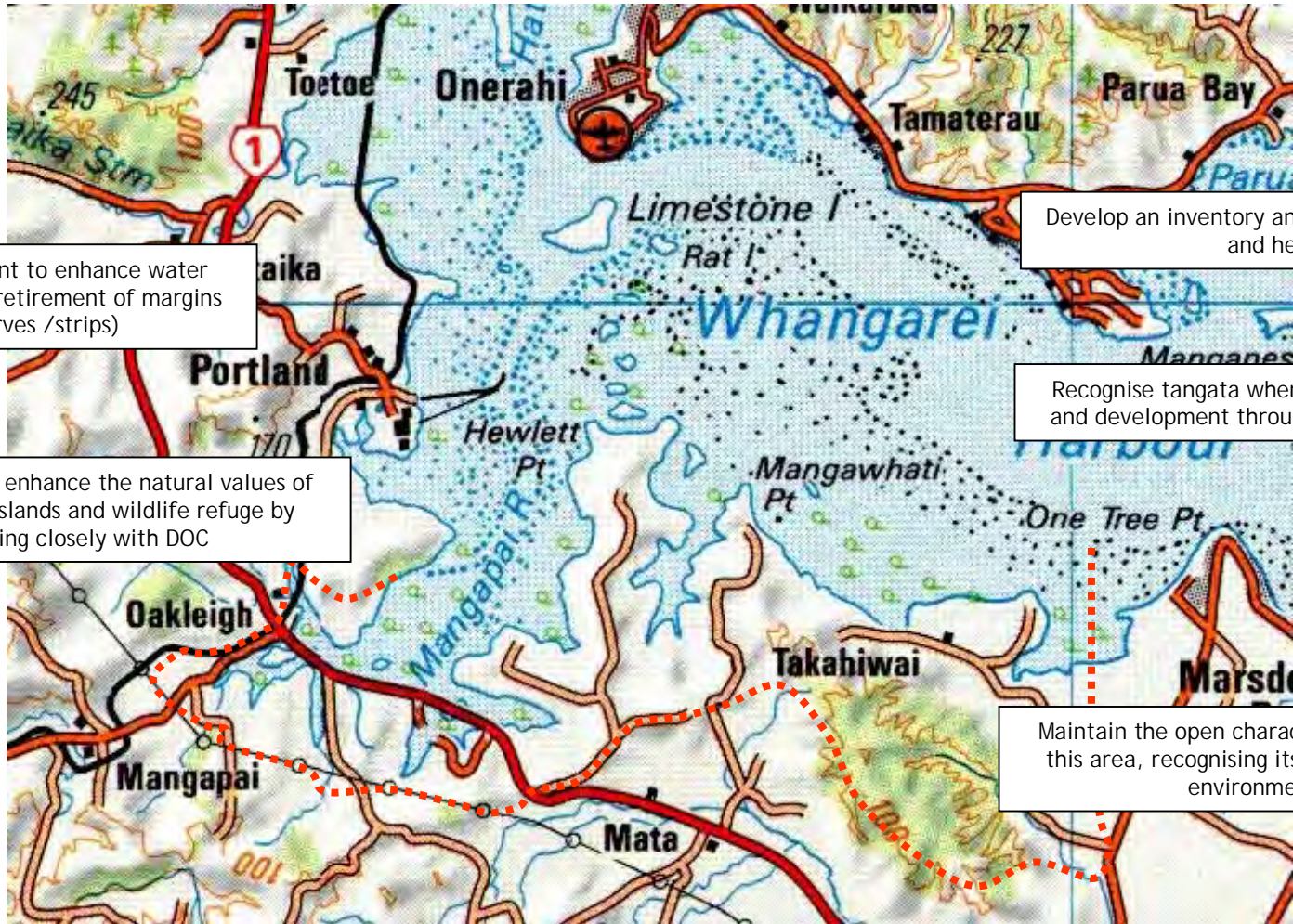
Size and stage infrastructure with anticipated growth through Structure Planning

Support opportunities for marine reserves through provision of appropriate land based infrastructure

Provide community infrastructure to support the maritime centre and community/commercial function of Parua Bay

Promote Parua Bay as the commercial and community centre for the Heads, Pataua and surrounding rural catchment through Structure Planning

Oakleigh – Takahiwai: *Our tranquil harbour greenbelt*



Improve riparian management to enhance water quality of harbour (including retirement of margins and esplanade reserves /strips)

Develop an inventory and protect significant cultural and heritage sites

To protect and enhance the natural values of the harbour islands and wildlife refuge by working closely with DOC

Recognise tangata whenua aspirations for land use and development through Hapu management plans

Maintain the open character and bush clad hills of this area, recognising its function as a visual and environmental buffer

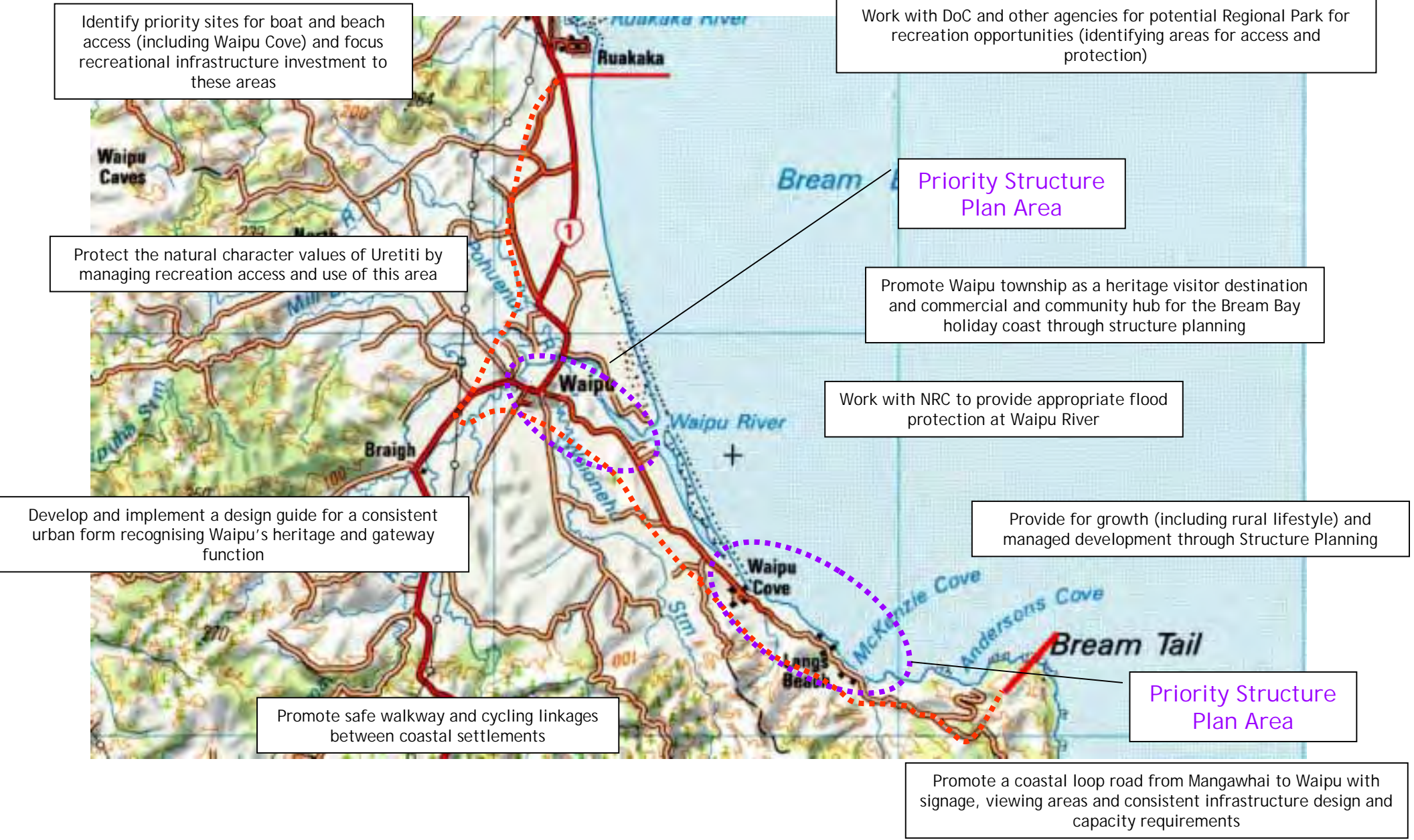
Maintain ample buffers for important public infrastructure and industry (e.g. rail and landfill)

Avoid rural-residential development that would compromise rural landuses and buffer areas

One Tree Point – Ruakaka: *An enterprising community prospering on Bream Bays expansive coast*



Uretiti – Bream Tail: *Bream Bays holiday playground and heritage centre*



7.2 Structure Plans

7.2.1 *What is a Structure Plan?*

**Technical Papers
identify priority
issues**

A Structure Plan is a concept for local areas that integrates the protection, use and development of land and resources in a local area. In other words, the Structure Plan is a broad physical plan (or map) identifying areas for growth, protection, parks and other infrastructure and community requirements over the next 20 years.

The Structure Plan will set out how to implement the Coastal Management Strategy visions and mission statements at a local level.

7.2.2 *How will the Structure Plans be Prepared?*

The following steps are proposed to undertake and complete the Structure Plans. The Structure Planning process will be undertaken following completion and adoption of the District-wide Strategy by Whangarei District Council.

Step 1:

Confirmation of management direction for the Policy Area and initial definition of Structure Plan boundaries.

Step 2:

Collation and mapping of existing constraints and opportunities within the defined Structure Plan area. Mapping will include:

- Aerial photographs of Structure Plan area;
- Current zoning and designations;
- Identification of sites of ecological, heritage and cultural significance, protected areas and other sensitive areas identified from the Technical Studies.

Step 3:

Workshop with community to identify key Structure Plan concepts (including areas for growth and development for how we live, work, and play in and protect the coastal environment) and identification of key desirable outcomes.

Step 4:

Validation of the Structure Plan direction with the Policy Area Vision and the desired outcomes.

Step 5:

Concept development for Structure Plan including mapping and identification of key infrastructure components.

Step 6:

Workshop with community to review Structure Plan mapping, key infrastructure components, and key outcomes. Identification and development of 'triggers' for implementation measures and programme.

Step 7:

Development of implementation programme (including 'triggers', timeframes and statutory changes (e.g. to District Plan))

Step 8:

Finalise Structure Plan and presentation to council for adoption.

7.2.3**Priorities for Structure Planning**

In total, 12 High Priority Areas are identified for Structure Plans.

The following areas are proposed as **High Priority Structure Plan areas**:

- Bland Bay – Mimiwhangata Policy Area:
 - Oakura
- Sandy Bay – Tutukaka Policy Area:
 - Tutukaka Block and Environs
 - Matapouri to Woolleys Bay
- Ngunguru Policy Area:
 - Ngunguru settlement and surrounds
- Horahora - Kauri Mountain Policy Area:
 - Pataua North and South and rural lifestyle surrounds
- Ocean Beach – Whangarei Heads Policy Area:
 - Urquharts Bay
 - Taurikura (incl. McGregors Bay)
 - Reotahi Settlement
 - McLeods Bay
- Parua Bay – Waikaraka Policy Area:
 - Parua Bay Settlement
- Uretiti – Bream Tail Policy Area:
 - Waipu Township
 - Waipu Cove Settlement to Langs Beach Settlement

In total, 6 Medium Priority Areas are identified for Structure Plans.

The following areas are proposed as **Medium Priority Structure Plan areas**:

- Bland Bay – Mimiwhangata Policy Area:
 - Bland Bay
- Whananaki Area:
 - Whananaki North to Moureeses Bay
- Horahora – Awahoa Bay Policy Area:
 - Taiharuru
- Ocean Beach – Whangarei Heads Policy Area:
 - Ocean Beach
- Parua Bay – Waikaraka Policy Area:
 - Solomon’s Point - Waikaraka
- Uretiti – Bream Tail Policy Area:
 - Waipu rural lifestyle fringe to Waipu River.

In total, 5 Low Priority Areas are identified for Structure Plans.

The following areas are proposed as **Low Priority Structure Plan areas**:

- Bland Bay – Mimiwhangata Policy Area:
 - Whangaruru
- Ocean Beach – Whangarei Heads Policy Area:
 - The Nook
 - Little Munroe Bay
- Parua Bay – Waikaraka Policy Area:
 - Parua Bay to Solomons Point Settlement
- Oakleigh – Takahiwai Policy Area.

Study Team

The Study Team for Parts I and II of the Whangarei Coastal Management Strategy included:

- Amelia Linzey – Senior Policy Planner, Beca Planner
- Anita Longworth – Environmental Policy Planner, Whangarei District Council
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