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.

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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 these 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.

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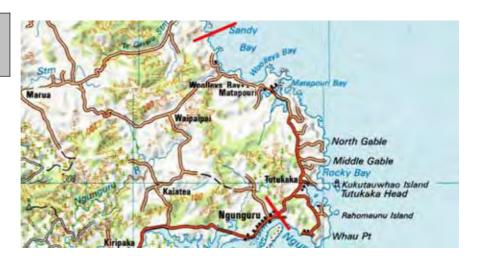
5.3 Sandy Bay - Tutukaka Coast

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



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.

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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 'periurban' 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.

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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 AwahoaPolicy 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.

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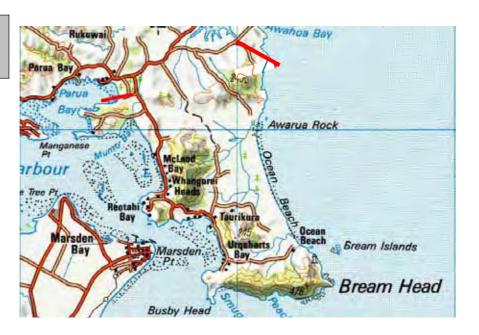
5.6 Ocean Beach and Whangarei Heads

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.

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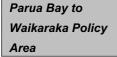


5.7 Parua Bay to Waikaraka

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 'periurban' 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.





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.

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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.

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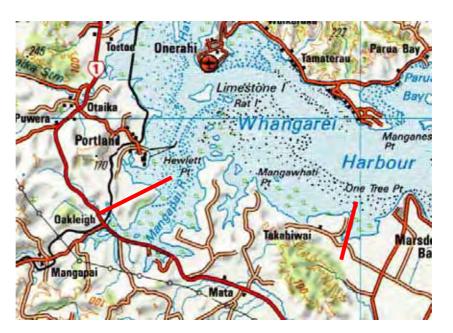
5.9 Oakleigh to Takahiwai

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.

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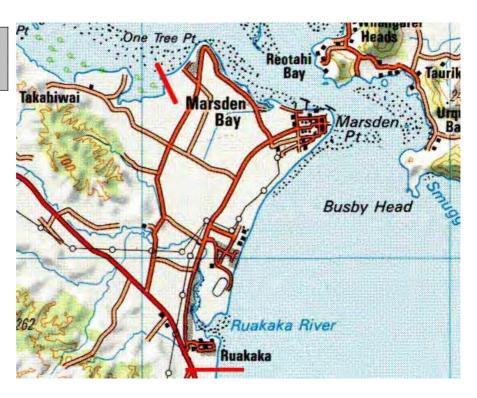


5.10 One Tree Point to Ruakaka

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.



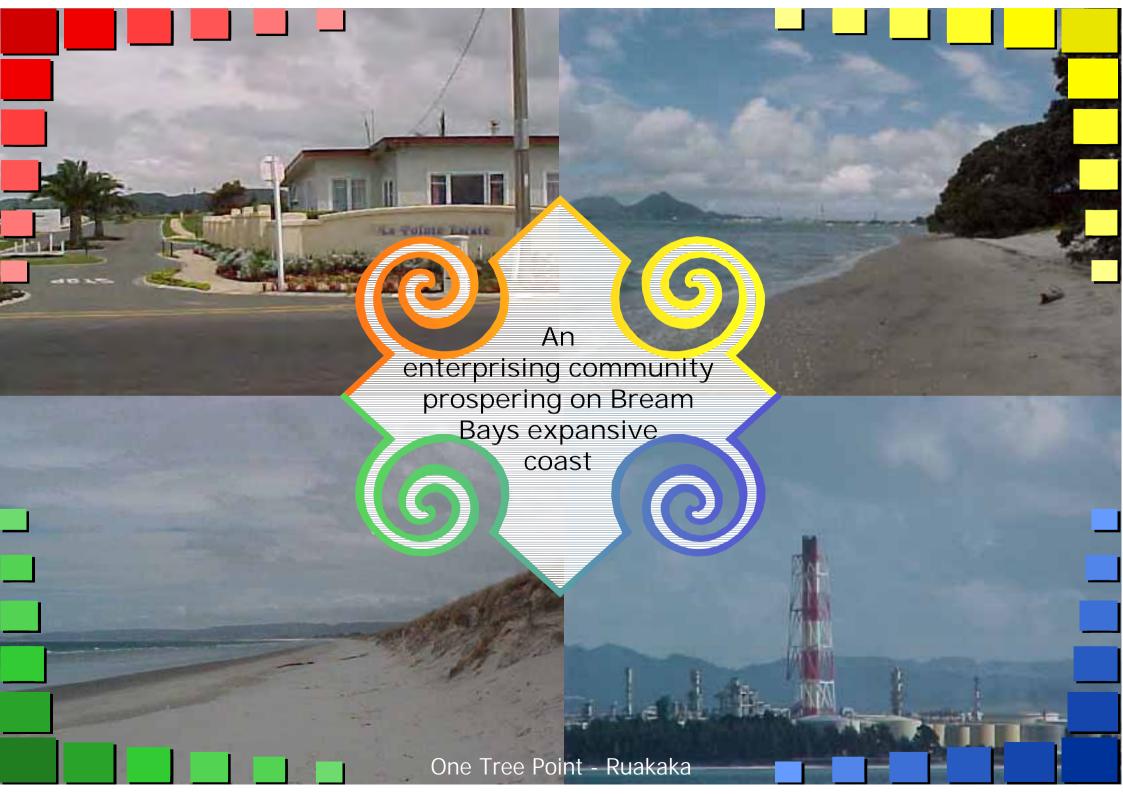
- ... guide how we 'play' by:
- Recognising the recreation needs and aspirations of a growing community and enhancing facilities as appropriate;
- Recognising the importance of the expansive coast and promoting public access along this coast;
- Recognising and providing for diverse recreation activities 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.

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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.

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