

## 10.0 GENERAL ACTIONS TO IMPLEMENT THE STRATEGY

### 10.1 Transport

- Update the Transportation Study and traffic modelling to determine the impacts of faster population growth and locations on the roading infrastructure of Whakatane. For example, the capacity of Landing Rd bridge may need to be looked at sooner than anticipated.
- Investigate the impact of substantial industrial development at Kawerau on the roading network between Whakatane and Kawerau.

### 10.2 Commercial

- Investigate rezoning of land to commercial/speciality retail business to service Coastlands, Ohope and the Whakatane town centre, bearing in mind current zonings.
- Through the District Plan review, consider encouraging the concentration of commercial activity in the Whakatane town centre.
- Encourage relocation of service industries and industrial activities in the urban area to industrial zoned areas e.g. McAlister Street.
- Review design guidelines to ensure form and function of commercial areas are considered.

### 10.3 Retail

- Through the District Plan review, consider the look and feel of speciality retail areas. Consider design guidelines for areas of mixed use development.
- Confirm quantum of land and location of commercial / speciality retail business to service Coastlands, Ohope and the Whakatane Town Centre.
- Through the District Plan review, rezone The Hub land to align with the activity.
- Consider the best location for an additional 3.8 ha of large format retail through the District Plan review.

### 10.4 Industrial

- Council direction is for Kawerau to provide the majority of additional land required for industrial purposes so that Kawerau remains the industrial focus at a sub-regional scale.
- Encourage industrial development to locate at Kawerau to strengthen existing rail link between Kawerau and Port of Tauranga.
- Confirm the area required for a population of 25,000.
- Investigate rezoning some further land to Industrial as part of the District Plan Review.
- Monitor commercial activity in the logistics and distribution sector in the region.
- Monitor land availability around the Port, and investment in rail capacity and upgrades to rolling stock.

### 10.5 Further Investigations

- Whole of district development Strategy (including rural areas and towns).
- Sub regional economic development Strategy to attract growth - Opotiki and Kawerau - business and employment opportunities.
- Extend development contributions policy in LTCCP and financial contributions policy in the District Plan and what potential there is for innovate and incentivising policy.
- Continue working with Toi-EDA and Kawerau District Council on investigating demand and opportunity for industrial land.
- Analysis of capacity of core infrastructure, including oxidation ponds, water treatment plants.
- The Council to investigate the rating implications of rezoning land identified in the Strategy and whether amendments to the Rates Remission and Postponement Policies of the LTCCP are required.
- Recommend that the District Plan Review considers the provisions for additional dwelling units on Māori land in the Rural zone so as to encourage additional housing.

### 10.6 Monitoring

An important tool for implementing this Strategy is the ongoing monitoring that is required. As a minimum, it is recommended that the following monitoring is undertaken regularly:

- Population growth
- Residential development (number, type, land area, density, location)
- Commercial development (number, type, land area, density, location)
- Industrial development (number, type, land area, density, location) and the uptake of industrial land by non-industrial uses.
- Employment by sector
- External infrastructure (rail, State Highway, gas, telecoms, power).

## 10.7 Partnership

Council has a key role to play in attracting the kind of growth and employment opportunities that will attract employees and their families to Whakatane. Council needs to be instrumental in forming close relationships with key service providers and responders to growth, such as:

- Economic development agencies – Toi-EDA, Chamber of Commerce
- Tangata Whenua
- Community service providers (MOE, DHB)
- Transport providers (NZTA, OnTrack, KiwiRail, Whakatane Airport)
- Neighbouring local authorities
- Environment Bay of Plenty Regional Council
- Key commercial entities, such as KiwiRail, the mills and Port of Tauranga.

## 10.8 Other Plans and Strategies

Council needs to ensure that the future growth direction set through this Strategy permeates and drives other Council plans and policies to ensure that a coherent and consistent vision is aligned for the district. These plans include the:

- Long Term Council Community Plan – where essential infrastructure is provided for and planned for future growth areas.
- District Plan – to implement the policy direction and methods for achieving the vision.
- Asset Management Plans – the detailed plan of what new and upgraded infrastructure is required.

## APPENDIX 1: POPULATION FIGURES

Statistics New Zealand compiled a table in October 2009 setting out National Population Projections from 2009 – 2061 for New Zealand at a national level. They have included into this table nine projections with different assumptions of fertility, mortality, and net migration. Series 9 uses high fertility, low mortality and high net migration. Extrapolating the percentage growth at the national scale to the urban base population scale shows that by 2046, we would just be nearing 25,000 and would only attain 25,000 by 2051. Further detail is included in the table below:

Census Year	National Population	Percentage Increase	Whakatane Population	Number Growth
2010	4,382,000	1.3	17,525	225
2011	4,442,000	5	18,401	876
2016	4,700,000	5.4	19,210	809
2021	4,954,000	5	20,171	960
2026	5,204,000	4.5	21,079	907
2031	5,442,000	4	21,922	843
2036	5,665,000	3.7	22,733	811
2041	5,879,000	3.5	23,528	795
2046	6,090,000	3.4	24,327	799
2051	6,298,000	3.2	25,105	778
2056	6,502,000	3.1	25,883	778
2061	6,708,000			

Whilst 25,000 urban population by 2050 may be aspirational, it does provide guidance as to future planning and management. Constant monitoring of the uptake of land will also provide feedback as to the suitability of the growth projections.