

Council Briefing
Hui Whakamōhio



Wednesday, 25 September 2024
Rāapa, 25 Mahuru 2024

Tōtara Room, Whakatāne District Council
14 Commerce Street, Whakatāne

Commencing at: 9:00 am

Chief Executive: Steven Perdia
Publication Date: 20 September 2024

whakatane.govt.nz



Recording the Briefing - *Ka hopuhia te hui*

Recording the Briefing - Ka hopuhia te hui

PLEASE NOTE

The **public section** of this briefing will be recorded.

All care will be taken to maintain your privacy however, as a visitor in the public gallery, your presence may be recorded. By remaining in the public gallery, it is understood your consent is given if your image is inadvertently recorded.

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A Membership - *Mematanga*

A *Membership - Mematanga*

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Councillor J Jukes

Councillor T O'Brien

Councillor J Pullar

Councillor N Rangiaho

Councillor N Tánczos

B Briefing Purpose - *Te Take o te hui*

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Councillors have many complex issues about which to make decisions and rely on the advice they receive from the administration. Complex issues often require more extensive advice processes which culminate in the council report. Briefings are a key feature to help prepare Councillors with the appropriate background and knowledge for robust decision making during future meetings. They are sessions during which Councillors are provided with detailed oral and written material, and which provide Councillors with the opportunity to discuss the issues between themselves and with senior council staff.

Briefings are scheduled monthly; however due to the nature of Council business, additional Briefings may be held.

Briefings cannot be used to make final decisions, as final decisions and resolutions cannot lawfully be made outside the context of a properly constituted meeting.

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1 Karakia

1 [Karakia](#)

2 [Briefing Notices - Ngā Pānui o te hui](#)

1. Recording

Welcome to members of the public who have joined us today.

Council Briefings are recorded. By remaining in the public gallery, it is understood your consent has been given if your presence is inadvertently recorded. Please be aware the microphones in Tōtara Room are sensitive to noise, so please remain quiet throughout the meeting, unless asked to speak.

Recordings are available upon request following the Briefing.

2. Health and Safety

In case of an emergency, please follow the building wardens or make your way to the nearest exit. The meeting point is located at Peace Park on Boon Street.

Bathroom facilities are located opposite the Chambers Foyer entrance (the entrance off Margaret Mahy Court).

3 [Apologies - Te hunga kāore i tae](#)

At the time of compiling the agenda, no apologies had been received.

4 Presentations - *Whakaaturanga*

4 *Presentations - Whakaaturanga*

4.1 *1 - Communications Strategy - Presented by Alexandra Pickles*

4.1 1 - Communications Strategy - Presented by Alexandra Pickles(Cont.)



COMMUNICATION STRATEGY

WHO WE ARE

WHERE WE'RE GOING

HOW WE'LL GET THERE

Presenter: Alexandra Pickles, Manager
Communications & Engagement

4.1 1 - Communications Strategy - Presented by Alexandra Pickles(Cont.)



WHERE WE'RE AT

- Not long ago, Council communication was one-way and 2D
- Things have shifted quickly since the world moved online
- Social media has changed the game
- We're more aware of and committed to our role as Treaty partners
- Our learning has accelerated, and so has the demand
- We know our communities have unique needs and offerings
- We need to meet people where they're at

OUR COMMUNICATION STRATEGY GOAL

‘We champion
Whakatāne District’s
people and places’

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4.1 1 - Communications Strategy - Presented by Alexandra Pickles(Cont.)

WE WILL DO THIS BY

1. Promoting communities across the district
2. Focusing on targeted communication and building relationships
3. Celebrating Iwi, Hapū and Whānau across all our communication deliverables
4. Embedding systems and processes that prioritise people and places



SUCCESS LOOKS LIKE

- The Council - and what we do - is understood better by all our communities
- People are better informed to participate
- People feel they are being celebrated
- People feel they are being listened to and responded to
- Staff are contributing to the building of trust and confidence between communities and our organisation

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4.1 1 - Communications Strategy - Presented by Alexandra Pickles(Cont.)



MEASURES FOR SUCCESS

Understanding - increased knowledge about Council activities and democratic processes

Participation – across youth, Iwi/Hapū/Whānau and smaller/rural communities

Levels of acknowledgement – “We feel acknowledged and celebrated”

Responsiveness – reach and connectivity into our targeted communities

Staff engagement – what the staff survey tells us

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4.1 1 - Communications Strategy - Presented by Alexandra Pickles(Cont.)

KEY ACTIONS

- Development of a relationship database that identifies key communities of interest so we can deliver relevant and timely communication
- Creation of an engagement calendar that captures and aligns organisational opportunities for community engagement
- A full revision of whakatane.govt.nz to ensure it's responsive to the current online environment and to enable a place-based approach
- Development of information sheet and FAQ resources for all key Council projects to ensure clear and consistent messaging
- Establishment of a People's Panel to generate a flow of feedback for elected members to aid their decision-making and as a way of informing those most engaged in Council activities
- Work with Community Boards to develop their own communication plans that map methods and opportunities for engagement
- Alignment of community newsletters to Community Board areas to ensure information is relevant and inclusive
- Capability building and increased generation of online video content to support Council's social media channels
- Development of a school civics programme for both primary and secondary students to provide information on Council activities, encourage involvement in democracy and highlight future employment opportunities
- Revision of Council's branding and corporate guidelines to support the goal of championing our people and places

4.2 2 - Akona / LGNZ Training & Development - Presented by Tania Hawkins, LGNZ

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4.2 2 - Akona / LGNZ Training & Development - Presented by Tania Hawkins, LGNZ(Cont.)

ĀKONA

Tania Hawkins
Learning Experience Manager, LGNZ
Wednesday, September 25, 2024

Member research informed our approach. The messages were clear.....

- Deliver learning in a way that allowed members to pick and choose based on :-
 - Existing knowledge
 - Time available.
- Make learning accessible to all – regardless of where councils are located and what budget they have.
- Provide ongoing development – not just induction training.
- Increase the number of topics available.
- Be responsive to what is going on in the sector and at our council.



Research identified the kind of learning culture we needed to provide

"Council is not a safe place to make mistakes sometimes. To be frank – it's political. I'm really lucky that I've got some colleagues that I can trust so that I can ask those silly questions and check in with them, so I've been able to learn by leaning on my colleagues and getting constructive feedback when I do make mistakes"



"People come in thinking that 'they elected me as I am, and I've got the job, I've got all the tools that I need'. So we need to change the frame of mind of elected members around that continual learning. I think that's really important. And it's probably a cultural expectation that we could try and grow within local government."

We began by listening to our community and we will continue to whakarongo.

What Ākona offers

- **A safe space** – only you can see how you are doing. The Ākona team track engagement only so we know if courses are popular or not.
- **Variety in learning approach** – modules and learning activities have been designed to appeal to all learning preferences by using a blend of video, audio and interactive learning activities.
- **Range of learning levels**– activities starts with the basics, then offers ways to develop more advanced capabilities.



Ākona courses

Ākona offers over **20** different courses on over **20** different Local Government topics. All courses offer the following:-

- At least one interactive emodule – complete in one go or incrementally, or just engaged with the topics you need.
- Templates, downloadable resources, audio, videos, and/or links to related sites for more information
- Ako hours – live, interactive sessions hosted by experts
- Kōrero corner – peer forums where you may ask questions, share stories, experiences.

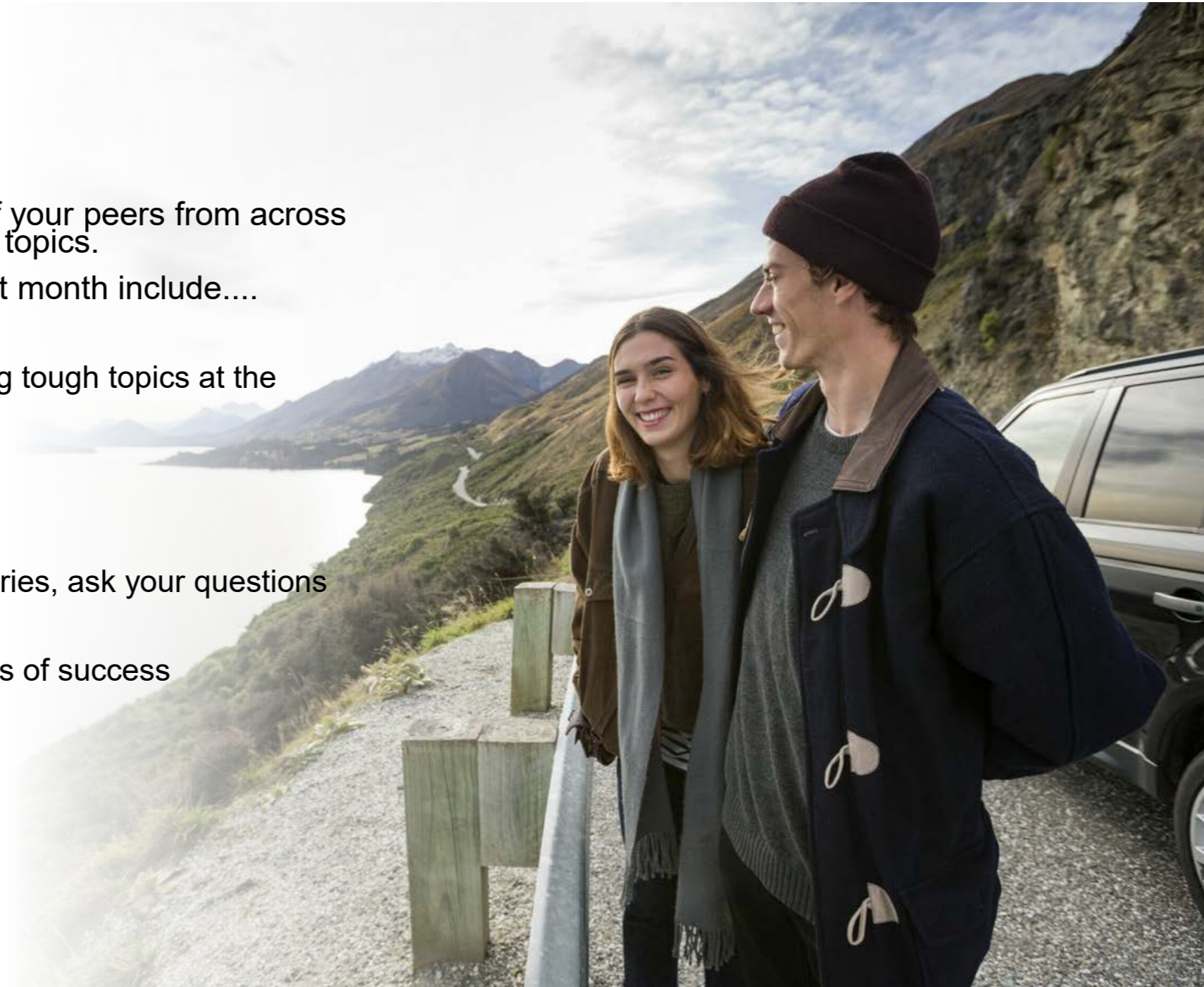


Ako hours

Join an expert host and a group of your peers from across the motu to discuss a range of LG topics.

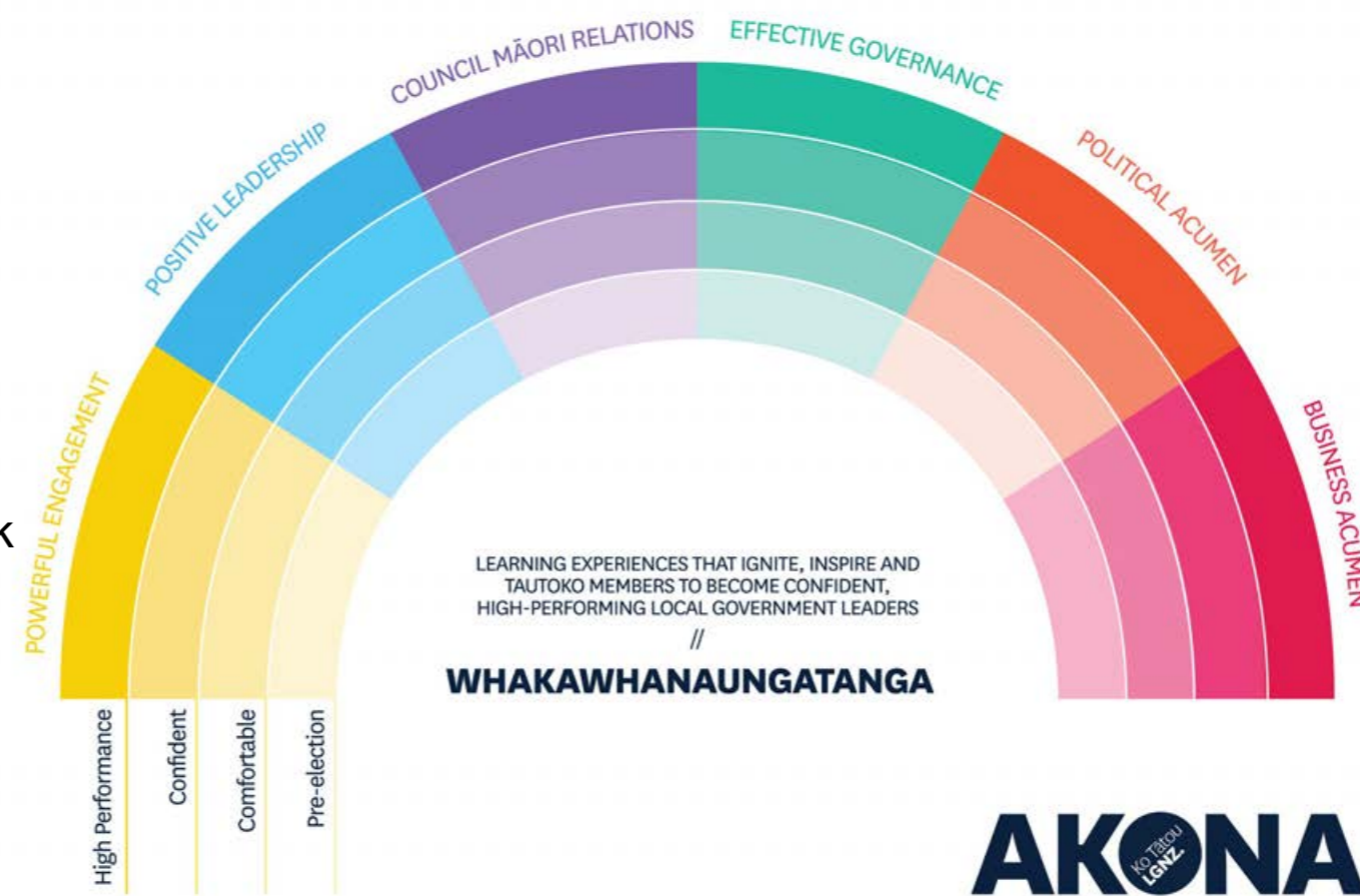
Ako hours scheduled over the next month include....

1. **Debate not destruction:** tackling tough topics at the council table.
2. **Privacy law**
3. **Water meters:** hear success stories, ask your questions
4. **Community committees:** stories of success



Elected member capability framework

- 6 categories of capability
- 4 levels of capability
- All Ākona courses map to the framework



Ākona offers a skills analysis to help you plan your development pathway

Ākona partnership

- Councils all have different and ever-changing priorities, challenges and contexts.
- Ākona is happy to tautoko by producing learning experiences based on:-
 - Topics requested by kaunihera
 - Content contributed to by kaunihera
 - Experiences designed by the Ākona tīma and delivered via the Ākona portal.
- No extra costs – just part of the service



Need help?

akona@lgnz.co.nz

Tania.Hawkins@lgnz.co.nz

The Ākona monthly newsletter will keep you updated on the latest live events, new courses and recommendations from your peers.



4.3 3 - Mixed Use Developments - Presented by Sarah Evans

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Whakatāne Town Centre

Mixed Use Developments

Presenter: Sarah Evans, Urban Planning
and Development Lead



4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Presentation Outline

- At the Property Acquisitions workshop in December last year Staff agreed to bring a presentation to Council on what mixed use residential development could look like at the Wally Sutherland site
- Background
- Provide a brief outline of the opportunities associated with mixed use developments within town centers
- What can mixed use development look like?
- Development objectives for WDC
- Outline of possible options for 266-270 The Strand (Wally Sutherland site)

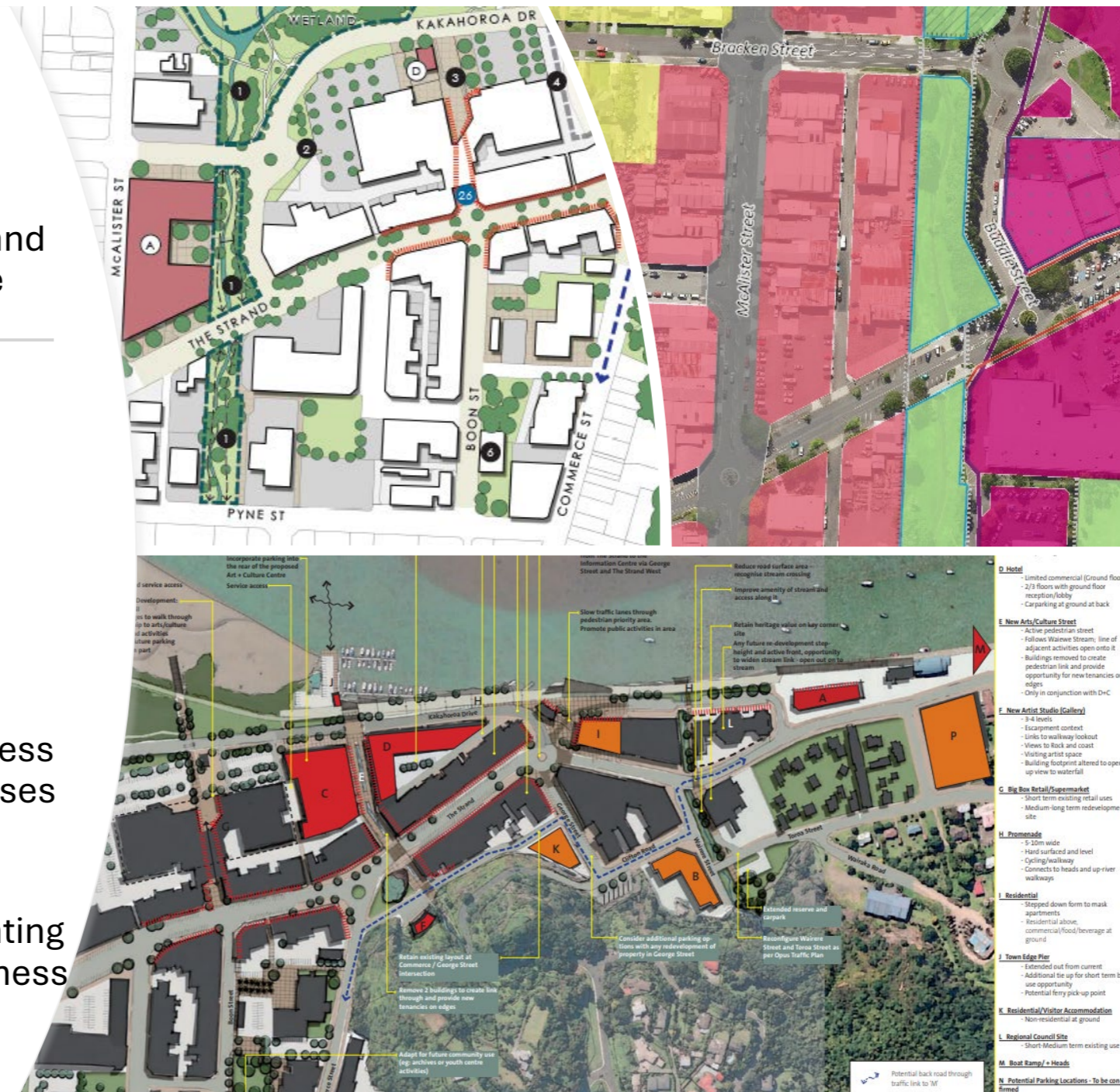


4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Background

Since 2005 direction and sites for residential and mixed use development within the Whakatāne town center have been highlighted through:

- Whakatāne Town Vision Plan, 2008,
- Whakatāne Operative District Plan, 2017
- Town Vision Refresh, 2019 (draft),
- Te Ara Hou, 2019,
- Property purchases to enable future development as part of the Whakatāne Regeneration Programme, 2019
- Registration of Interest procurement process for 266 The Strand for Creative Hub purposes is currently underway,
- The progression of the Spatial Plan and Economic Development Strategy, highlighting the need for housing and supporting business opportunities.



4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Mixed Use Development

- Intensify town centres, create livelier and populated urban areas
- Usually includes residential and non-residential spaces - such as commercial, educational, community and recreational.
- The living and working components can be connected or serve as separate units or buildings.
- Non-residential activities are typically at street-frontage ground level, with residential above or behind.
- Different development and ownership options are available.
- Variety of options for parking and access.



4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Advantages of Mixed Use Developments

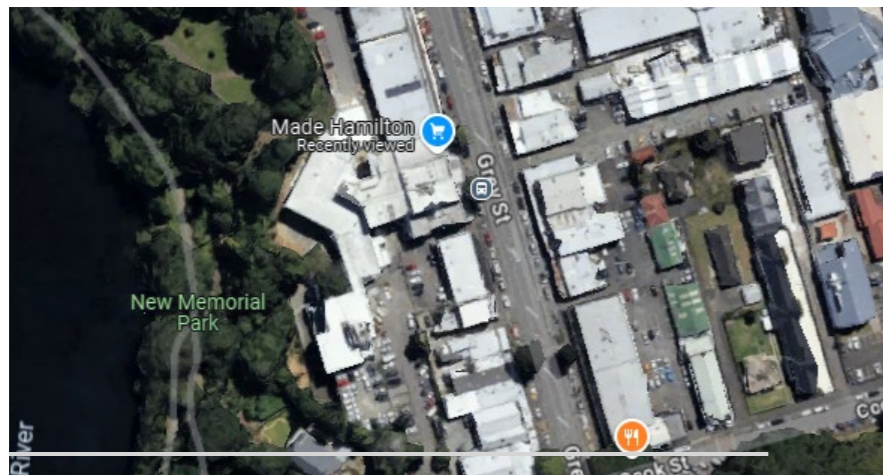
- If well planned, sited and designed can be very successful.
- Can meet increased demand for dwellings close to main town centre activities. Size and number of dwellings can be adapted to a site and other uses.
- Can cater for the diverse needs in a community, changing work needs and also for different life stages.
- Provide live, work and play opportunities within one development.
- Generally achieve higher densities and occupancy rates than single use developments.
- Helps to enhance town centres by having more people around at different times.



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4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Made – Hamilton East



4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Owairaka Apartments



VIEW 01 - STREET VIEW SOUTH WEST FACADE



VIEW 02 - STREET VIEW SOUTH EAST FACADE



VIEW 03 - STREET VIEW NORTH EAST FACADE

Development Objectives and Vision

What could mix use development look like for WDC within the Whakatāne town centre area?

Target residential owners and occupants?

- First home owners
- Families
- Over 50's
- Individuals
- Investors
- Social housing
- Affordable
- Accessible
- Multigenerational units
- Those with additional accessibility needs
- A mix?



Target non-residential occupants?

- Accommodation facilities – including hotels, motels, boarding hostels, retirement villages, nursing homes
- Community spaces – Creative Hub, shared spaces, tourism opportunities, linkages to other community spaces
- Commercial services, office spaces
- Café, restaurant
- Retail
- Spaces that can be adapted over time.



Compatibility of use is essential

Design techniques, materials and site layout enhance amenity for all occupants

4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

39-45 McAlister St and 266, 268 and 270 The Strand

4, 727m² site

Two halves separated by a service lane/ road

Main current use is car parking with areas of buildings leased

Existing commercial and light industrial activities (reverse sensitivity)

District Plan matters:

There are no overlays or designations over the site, nor are there any natural landscape or cultural features currently registered.

- Located within Commercial Zone, which provides for:
 - Dwellings located above ground level,
 - Papakāinga and accessory buildings,
 - Offices, commercial services, food premises and bars/taverns,
 - Retail any size,
 - Hotels and other visitor accommodation (5 or more guests),
 - Places of assembly and educational facilities of up to 50 people,
 - Emergency services facilities.



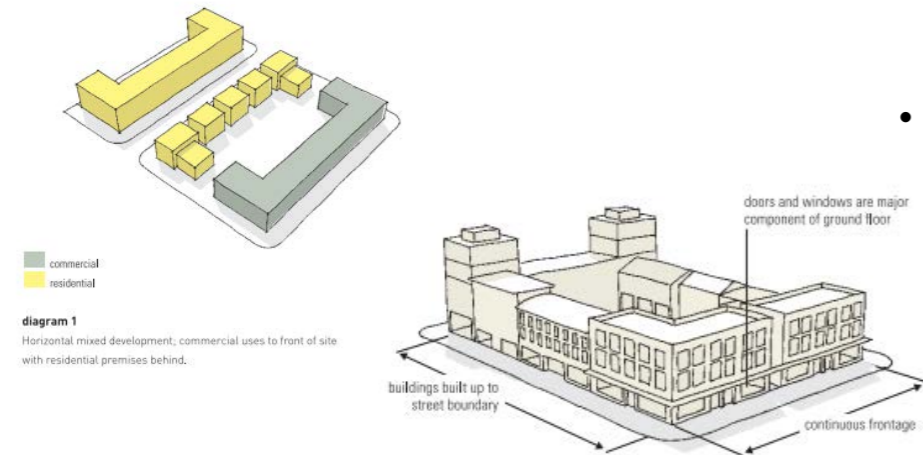
4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)

Opportunities

- Large town-centre site with north-east aspect, green space frontage, two road frontages
- Growing housing supply within walkable distance to key services and amenities
- Connecting retail section of The Strand through to other business activities
- Key site to link other Council owned buildings, community facilities and reserve spaces
- Public transport, walking and cycling connections
- Infrastructure connections available
- Facilitation of opportunities for other activities e.g. Creative Hub
- Possibility to be developed in two (or more) stages
- Mix of building types and number of levels
- Space available for car parking.



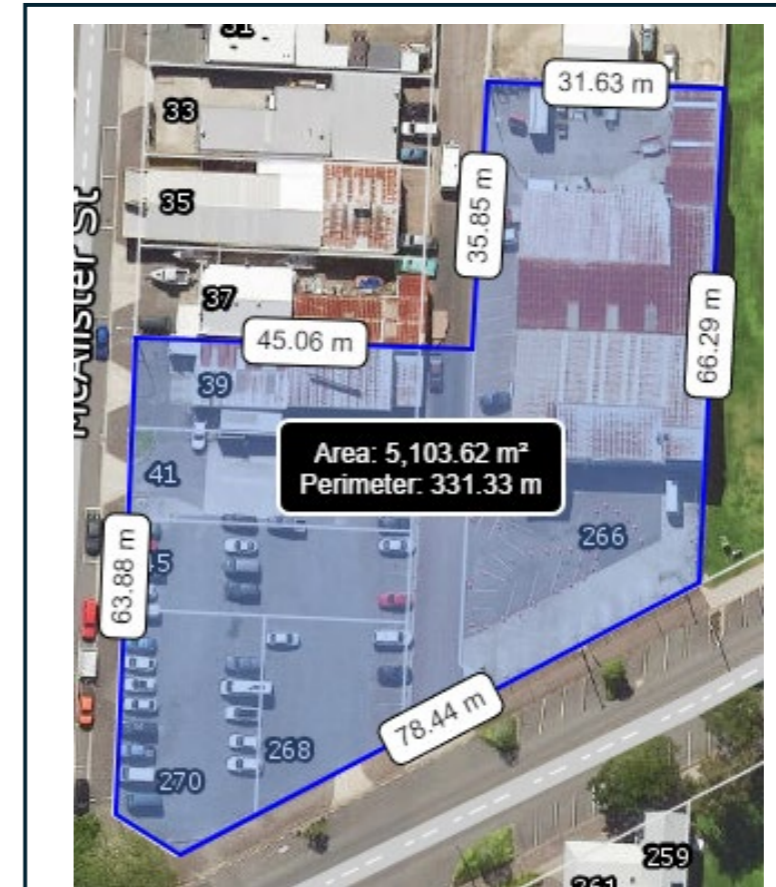
4.3 3 - Mixed Use Developments - Presented by Sarah Evans(Cont.)



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- Opportunity to develop one scheme plan and stage the removal of existing buildings and development of new buildings.
- Maximise interaction with reserve to the east and road frontages, pull buildings towards these.
- Residential outdoor space enhanced by overlooking or adjoining reserve space.
- Car parking between buildings and/or to rear of site to create distance between other adjoining activities.
- Reduction of vehicle crossings onto The Strand and McAlister Street, increase in parking along road frontages and safer pedestrian linkages.
- Up to 3-level building under DP rules, depending on FFL required for flood levels.

Can relocate public services or design buildings around them. Areas where public lines are can be used for landscaping, access and parking.



- Use of full site and access if underground services are relocated (costs associated with this).
- Can create a continuous building frontage along The Strand.
- Service lane access to Bracken Street only.

Discussion and Questions

- Next steps?
- Costs?
- Development partners?
- Linkage to other town centre projects