

Moerewa Township Plan. Northland Townships.

04 November
2019

Isthmus.



Twin Coast Discovery



Land.
People.
Culture.
Isthmus.

Acknowledgements.

The design team collaboration for this project includes Isthmus, Flow Transportation and DVQS, alongside our Northland collaborators Kaihuna, Ākau Studio (based in Kaikohe), and Matakohē (based in Whangarei).

The design team wish to thanks the Moerewa Community Focus Group for their contribution to the 'Enquiry by Design process, and the Far North District Council (FNDC) representatives for their support through the workshops and review process.



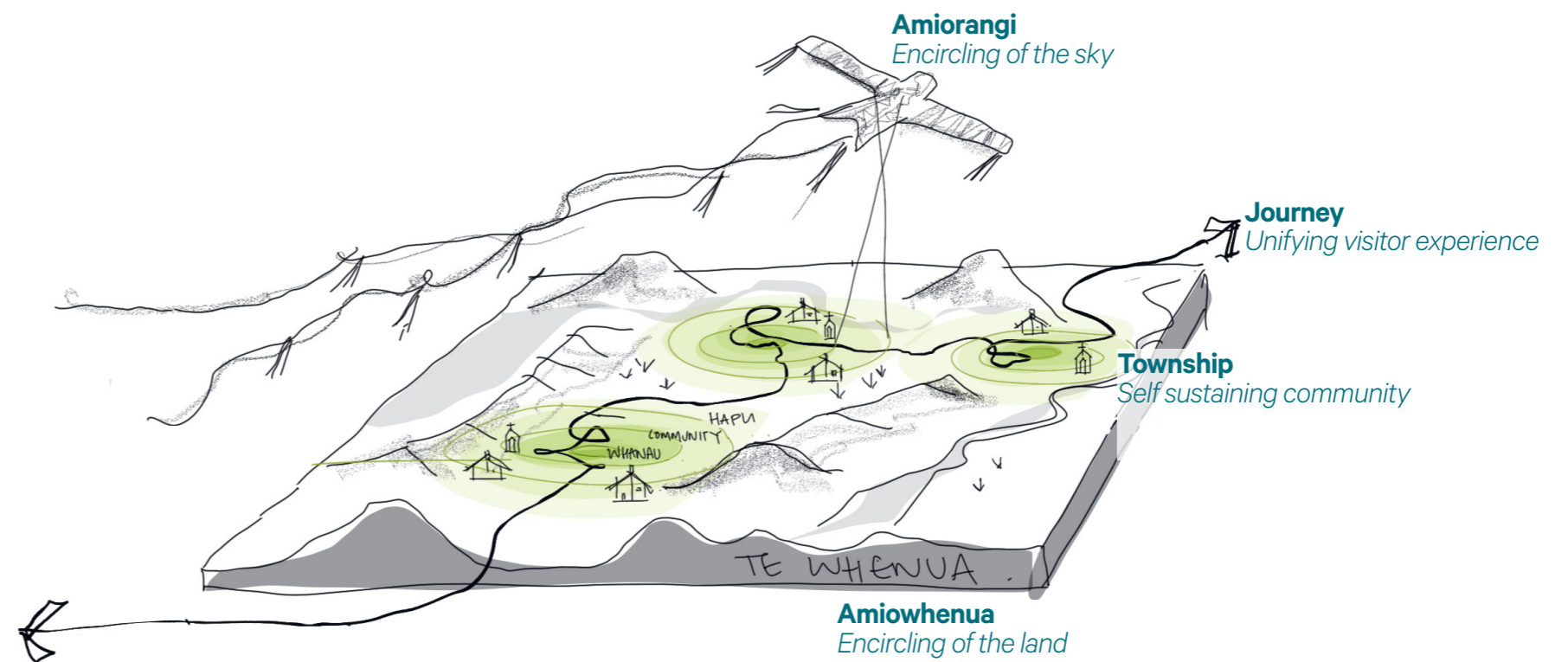
Document record

Issue	Revision	Author	QA	Date
Draft	A	TB	HK	31.07.2019
Final Draft	B	TB	HK	13.09.2019
Peer Review	C	TB	HK	24.10.2019
Final	D	TB	HK	04.11.2019



Contents.

1. Executive Summary.	7
Executive Summary.	8
Improvement Project Timeline.	14
Moerewa Improvement Plan.	15
2. Pūtake.	
Project Origins & Purpose.	17
Programme/Project Context.	19
Problem Definition.	21
3. Design kawa.	
Process.	27
Township Plan Process.	28
Approach.	31
Imagine.	33
Create.	35
Prioritisation Principles.	36
4. Kaupapa.	
Improvement Plans.	39
Overarching Themes.	41
5. Mauri.	
Measures, Benefits and Outcomes.	65
Mauri.	67
Delivery Plan.	76
Environmental and Social Risk.	80
The Way Forward.	84
6. Appendices.	89



Introduction.

“Moerewa is a unique community that values its people, culture and history. It fosters a vibrant economy within a safe, clean and attractive environment.”

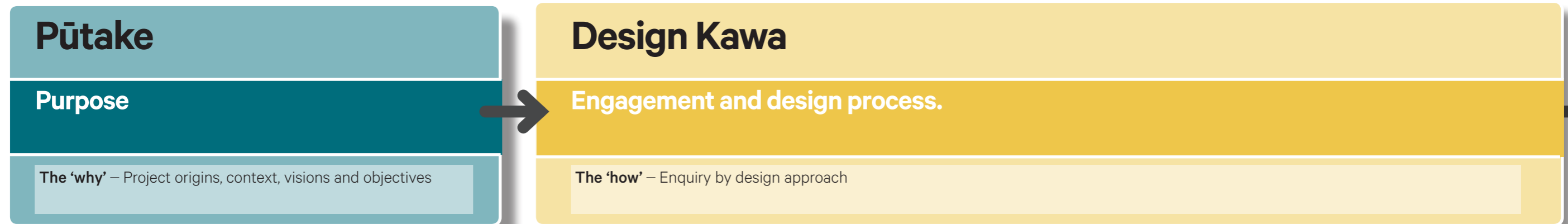
Moerewa Community Development Plan.





1. Executive Summary.

Executive Summary.



Pūtake. Purpose.

The Township Plans identify projects that have potential to bring mutual benefit to the community and visitors to Moerewa. This guides investment that will enhance amenity and function in order to elevate the visitor experience and promote 'stop, stay and spend'. It is anticipated that the Township Plans could be used to support future funding applications, as well as for Council planning, work programmes and District Plan Review. They can also be used by the communities themselves to visualise, support and even lead community projects.

Strategic investment in the transport system is a key enabler to broaden Northland's destination appeal and increase visitor spend, while creating safer, stronger and healthier connections for communities. The Twin Coast Discovery Route (TCDR) is an integral connector for the communities whose businesses and jobs are related to tourism, and who use the network for business, leisure and commuting on a daily basis.

The Northland Economic Action Plan (NEAP) recognises the Twin Coast Discovery Route as a key tool for unlocking regional economic growth. The aim is to tilt investment north and northwest, to make the most of tourism opportunities. Success will come from close collaboration between all project partners with a coordinated commitment to securing funding and implementation.

Design Kawa. Process.

The Moerewa Township Plan has been developed through an 'Enquiry by Design' process with a Community Focus Group over the course of two full day workshops in May and June 2019, and tested through an open community drop in session in June 2019. The Township Plan captures what is important to the community about their town, and priorities for improvement projects within a 'key moves' vision framework. It provides a spatial representation of priority improvement projects to assist with a coordinated approach to investment.

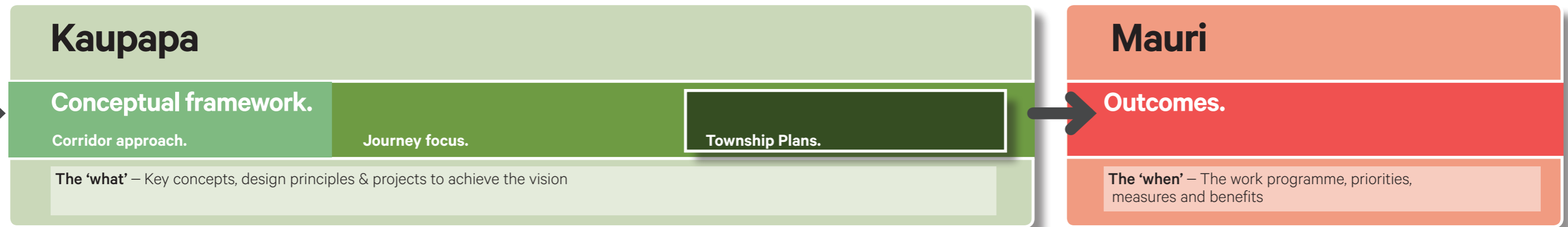
A 'Design Kawa' approach has been developed through consideration of the big scale networks and connections between townships along the 800km Twin Coast Discovery Route in an Urban Landscape Design Framework (ULDF), and at the local scale by building on community-led placemaking and development initiatives (Moerewa Community Development Plan - date unknown). The Township Plan considers place, identity and function from a community perspective, and opportunities to 'stop, stay and spend' from a visitor perspective within a mutual benefit framework of 'Tūmatanui (What is shared/public focus) and Tūmataiti' (What is held/internal focus).

Moerewa is linked to Northland journeys by the Twin Coast Discovery Route (TCDR), and will be boosted by strategic investment in Northland Townships along the TCDR through a partnering approach between the NZ Transport Agency (NZTA), Councils, Iwi Hapū, Northland Inc. and the community.

In attempting to understand the user experience of visitors (both domestic and international), there is a need to first understand the local experience and challenges faced with everyday travel, work and wellbeing. The key problems looked at in the Moerewa Township Plan are:

- How to promote destination appeal and amplify the visitor experience, without compromising environmental or social wellbeing outcomes for the community
- How to reduce vehicle speeds and conflicts with heavy vehicles through the town, making it safe and easy for pedestrians and cyclists to move around.
- With under-investment being a broad issue across Northland, identifying what type of investment is the key focus for this township, in order to uplift the level of consistent service for visitors and the community and step beyond 'business as usual'.
- How to achieve resilient, enduring and transformative outcomes while acting on immediate and basic needs for safety, maintenance and tangible 'early implementations' that signal positive change.
- How to leverage opportunities at a journey and network scale- using big connectors and economies of scale- like walkways and cycleways, water travel and services, heritage and cultural trails.

Executive Summary.



Kaupapa. Framework.

Not all of the improvement projects identified in this Township Plan are related to roading specifically, but the TCDR creates the potential for investment in predominantly public spaces that unlock destination and communal appeal- such as streets and roads, parks and civic spaces, waterfronts and cycleways, and strategic attractions. Managing safe speeds through townships with low cost, low risk improvements to safety, movement and access for pedestrians, cyclists and communities are a priority.

Improvement projects are identified for Moerewa that will accelerate positive change, while preserving and amplifying the unique natural, historical and built environment. These projects will:

- promote 'mutual benefit' for visitors and community, and
- catalyse change and spark innovation that connects with place and identity, and/or
- carry momentum to grow existing initiatives, and/or
- change or improve the function of public infrastructure.

Improvement projects are grouped into three categories or themes:

Journey — Predominantly infrastructure projects that improve state highway and local roads, with a focus on safe systems design, and speed management 'toolbox' interventions that help to reduce vehicle speed and conflict, promote safe walking and cycling, and assist with directions and wayfinding.

Landscape — Environmental and ecological restoration projects that promote healthy waterways and climate change resilience, and local walking and cycling or water based trails that provide new experiences and connections.

Destination — Communal public spaces and attractions that have appeal for both visitors and locals, such as civic and cultural hubs, recreation and play spaces, information and education, events and festivals, shopping and hospitality.

Mauri. Outcomes.

The improvement projects identified are both large and small — they are packaged in a way that achieves a mix of 'low cost, low risk' interventions for early implementations, and longer term transformative projects that will require further design and feasibility investigations. Improvement projects are staged across short term (1–3 year), medium term (3–5 year) and long term (5–10 year) timelines, with consideration for independencies. Priorities reflect community aspirations, balanced with technical and funding considerations that will archive multiple benefits and wellbeing outcomes for communities.

The Township Plans are a starting point for investment, based on the understanding that the Plans, and the improvements they promote, have been identified through an 'Enquiry by Design' process with community and council representatives. The NZ Transport Agency and Councils will take a lead role in making decisions around how to finance and implement the projects and partnership opportunities which they own, as appropriate. In particular, this requires a collaborative approach with Treaty Partners to build opportunity and commitment to mātauranga māori outcomes that uplift iwi/ hapū values and support communities.

Initiatives identified within the Township Plans may be funded by the Transport Agency from the National Land Transport Fund (NLTF), by Council's or using contributions from the Provincial Growth Fund (PGF). It is possible that delivery of the plans will be funded from multiple sources. The Township Plans provide information from which the Transport Agency, MBIE and Councils can make funding and priority decisions for investment.

Executive Summary.

Themes, Clusters, and Ideas.

Moerewa was one of eight townships selected by the Transport Agency through the TCDR Programme Business Case consultation workshops, where stakeholders identified priorities for towns based on common issues and attributes, and opportunities to leverage other strategic initiatives to tilt investment westward.

The 'Enquiry by Design' process identified broad overarching themes common to Northland townships and townships, sharing the same geographical area and transport networks. This process has given us further clues to problems and opportunities for Moerewa that might be addressed at different scales. All of these themes need to be considered holistically in order to achieve regenerative and sustainable outcomes for Moerewa that contribute to self-sufficiency and wellbeing.

Moerewa/Kawakawa Cluster:

The townships clustered on the 'Tourism Byway' in the heart of Ngāpuhi and Ngāti Hine rohe that interact with Pou Herenga Tai, Northlands Twin Coast Cycle Trail present some similar problems and opportunities. Kaikohe, Moerewa and Kawakawa have the potential to better support and enrich the journey experience of the cycle trail with Ngāpuhi and Ngāti Hine stories, services and attractions. The potential for significant volumes of heavy freight to move to a rail alternative could be a game changer for these towns. At the same time the services and community networks between these towns could be strengthened by improvements to multi-modal transport systems (i.e. the tourism byway, rail and the cycle trail). Housing, education and employment problems could be addressed collectively across these towns if supported by growth policy and infrastructure investment. The Twin Coast Cycle Trail provides significant latent potential for mutual benefit and uplift- contributing to both visitor industry and community recreation and wellbeing.

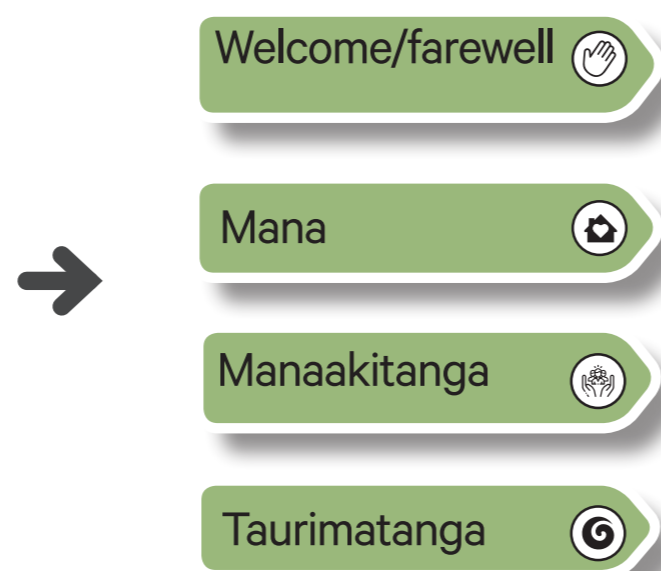
Moerewa:

Moerewa is a small town servicing a comparatively larger population of approximately 1430 people. The twin streams – Ōtiria Stream and Waiharakeke Stream frame the edges of the town, with a backdrop of forested ranges. Moerewa is only a 5 minute car ride, or 20 minute cycle ride eastward to Kawakawa. It is at the heart of Ngāti Hine rohe, and was formerly known as Waipuna. The AFFCO meat factory and forestry are the two main sources of employment in the area, and historically the railway line ran through the back of Moerewa- stopping in Ōtiria. This is now Pou Herenga Tai- the Twin Coast Cycle Trail. Today, the town is impacted by heavy freight vehicles (primarily logging trucks) and vehicle speeds on 'the long straight' through town, and suffers from a lack of investment in core infrastructure such as roads, wastewater and flood management. Despite the stigmas associated with the appearance of the mainstreet, the real Moerewa is revealed in the beauty of the landscape and the awa, twin streams – Ōtiria Stream and Waiharakeke Stream. The wairua of Moerewa could be revealed and revived by re-connection to the landscape and the Twin Coast Cycle Trail.

Problems. TCDR PBC.

- Problem 1.** The destination appeal of Northland's visitor industry is focused in a few locations and only at some times of the year, which is a lost economic opportunity for all of Northland.
- Problem 2.** Variability in the customer level service of the TCDR and key Northland Journey fails to meet the resilience, safety and road amenity expectation of all users.

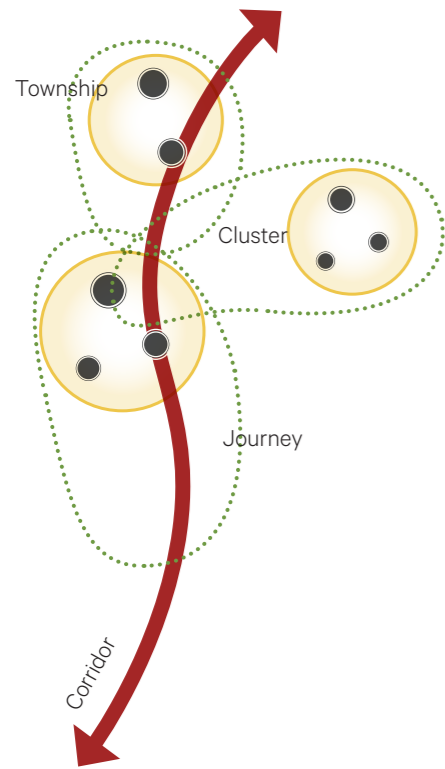
Framework. Kaupapa.



Themes. ULDF.

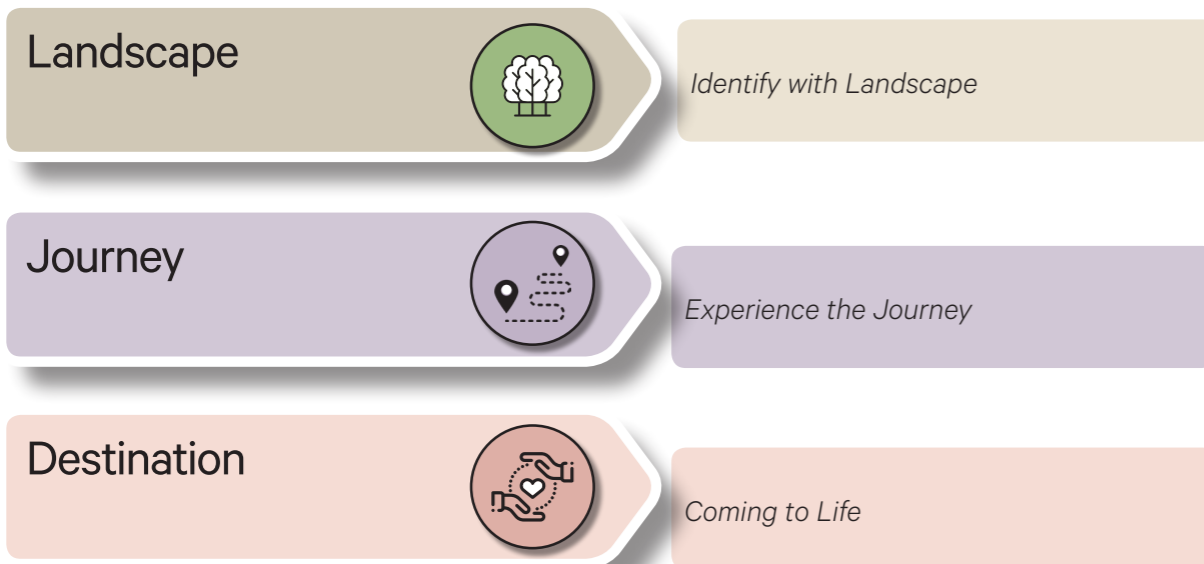
Improvement themes	
Place	Public realm and open space, Community heart, Legible town
Movement	Connections, Safety and access, Wayfinding
Experience	Parking and convenience, Places to stop, stay, spend, Local attractions and explorations

Executive Summary.



Investment Objectives.

Township Plans.
(Enquiry by design)



Improvement Projects.

'Toolkit' Examples.



Moerewa Key Moves Plan.



Legend: Key Moves.

- Twin Coast Discovery Route/Tourism Byway
- Twin Coast Cycle Trail - Pou Herenga Tai

Journey

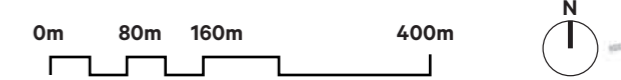
- Natural threshold and gateway
- Slowing the journey
- Journey nodes and markers

Landscape.

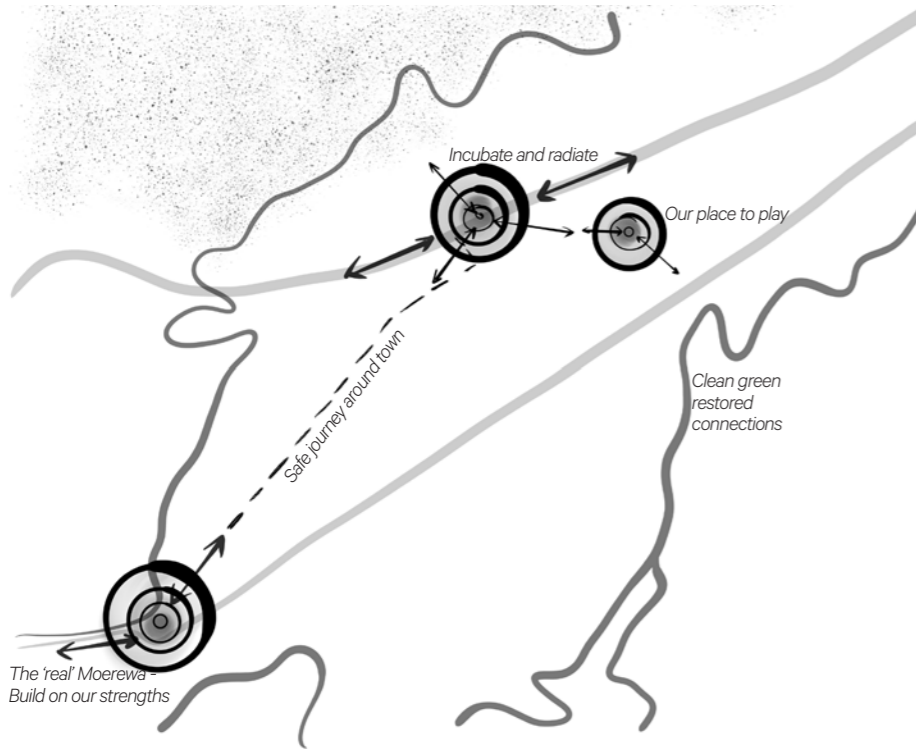
- Green spine or parkway stitch
- Landscape nodes and markers
- Complete loops and landscape trails
- Access the water
- Accessible healthy edge
- Landmarks and views

Destination

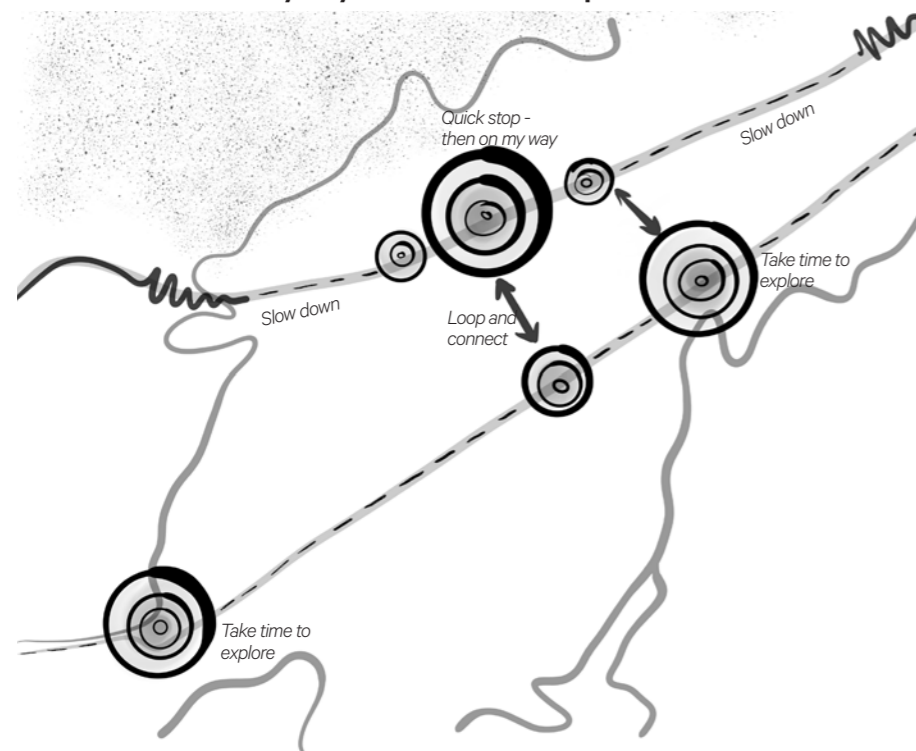
- Compact centre
- Attractors and hubs



Vision and Objectives.



Moerewa Community Key Moves Sketch Map.



Moerewa Visitor Key Moves Sketch Map.

Key Move 1

Identify with landscape

Healthy streams and green links.

Celebrate the 'twin streams' and connect to key awa locations

Mark and identify key links along a connected green network highlighting environmental and cultural stories

Healthy edges: restoration planting and flooding resilience



Key Move 2

Experiencing the journey

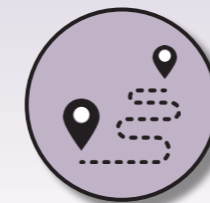
Slow centre and safe connections.

Slow traffic from township approaches: sequence and repetition of treatment

Safe connections cycling and walking between centre to awa and cycle trail

Tighten town centre with friction and shared zones

Navigation markers at decision points



Key Move 3

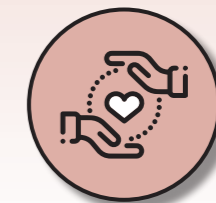
Coming to life

Moerewa innovation.

Central and communal 'hub' for activity, safe, open and connected with clear links to Moerewa town centre

Develop as a stopping point for visitors, with pull off the main highway creating side roads and edges

Street based social interactions



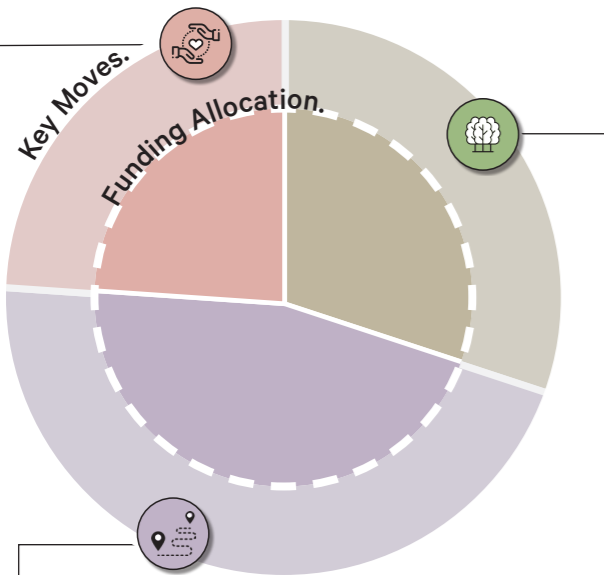
Improvement Project Timeline.

Short Term. Early implementations. 0-3 Years.

Identify with landscape.

Healthy streams and green links.

- Waterfall weed clearance
- Trail pou markers to waterfall and Tuna Town
- Improvements to Tuna Town Trail
- Buildings partnerships for environmental restoration
- Pou Herenga Tai Cycleway weed clearance and planting



Experiencing the journey.

Slow centre and safe connections.

- Temporary 'shared cycle' road markings and signage to connect cycle trail
- Speed transition thresholds, speed management interventions and pedestrian crossing on SH1 & Settlement Rd
- Ōtiria Rd traffic calming surface and edge friction, signage and pedestrian crossing
- Residential footpath widening programme

Coming to life.

Moerewa innovation.

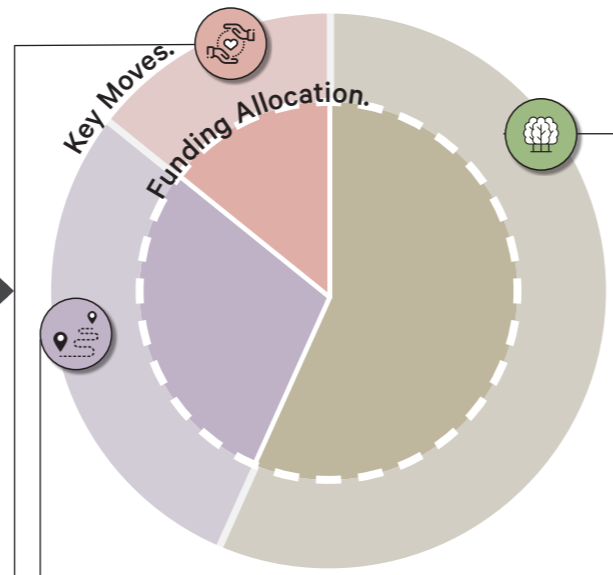
- Mainstreet placemaking
- Planning for long term growth
- Simson Park loop trails and markers
- Ōtiria Marae placemaking project (signage and markers)

Mid Term. Mid Term Gains. 3-5 Years.

Identify with landscape.

Healthy streams and green links.

- Waterfall and Tuna Town picnic areas, planting, seating and signage
- New stream walking trails and planting
- Taitamariki art and wayfinding on cycle trail



Experiencing the journey.

Slow centre and safe connections.

- New shared path (for walking and cycling) linking cycle trail to mainstreet
- Mainstreet pedestrian and slow speed environment improvements
- Intersection upgrades SH1
- Gateway signage, artwork and speed management interventions
- Ōtiria Rd footpath widening/extension and cycle lane
- Residential footpath widening programme

Coming to life.

Moerewa innovation.

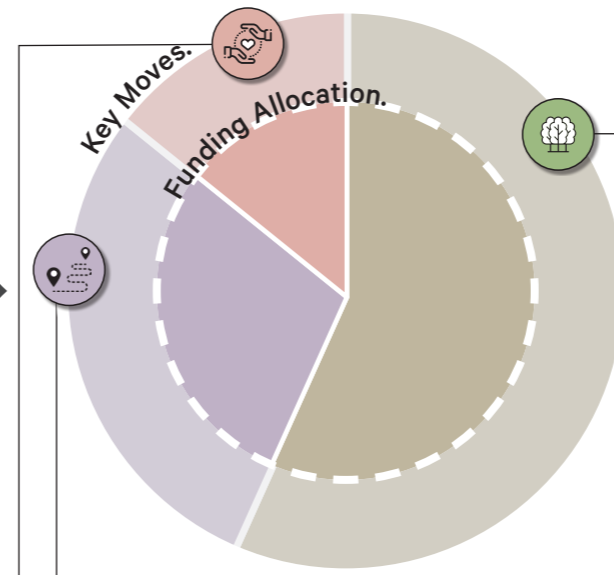
- Car parking on side roads
- BMX pump track at park
- Schools programme - cycle themed play and learning
- Ōtiria Marae gateway enhancements

Long Term. Long Term Transformations. 5-10 Years.

Identify with landscape.

Healthy streams and green links.

- Ongoing weed control and planting of streams
- Ōtiria stream walking trail extension
- Ongoing cycle trail maintenance programme



Experiencing the journey.

Slow centre and safe connections.

- Safe separate cycle lane for logging truck routes
- Residential footpath widening programme

Coming to life.

Moerewa innovation.

- Mainstreet amenity improvements
- Sports facilities/club building upgrades and car parking
- School environmental education programme

Plan reference

Number Name

LANDSCAPE

1A	Te Rere I Tiria - improve access and amenity to the waterfall
1B	Ōtiria Stream trail - access and restoration 'esplanade priority area'
1C	Tuna Town - improve access and amenity
1D	Waiharakeke Stream - access and restoration
1E	Cycle trail edge - tidy and connect to the township

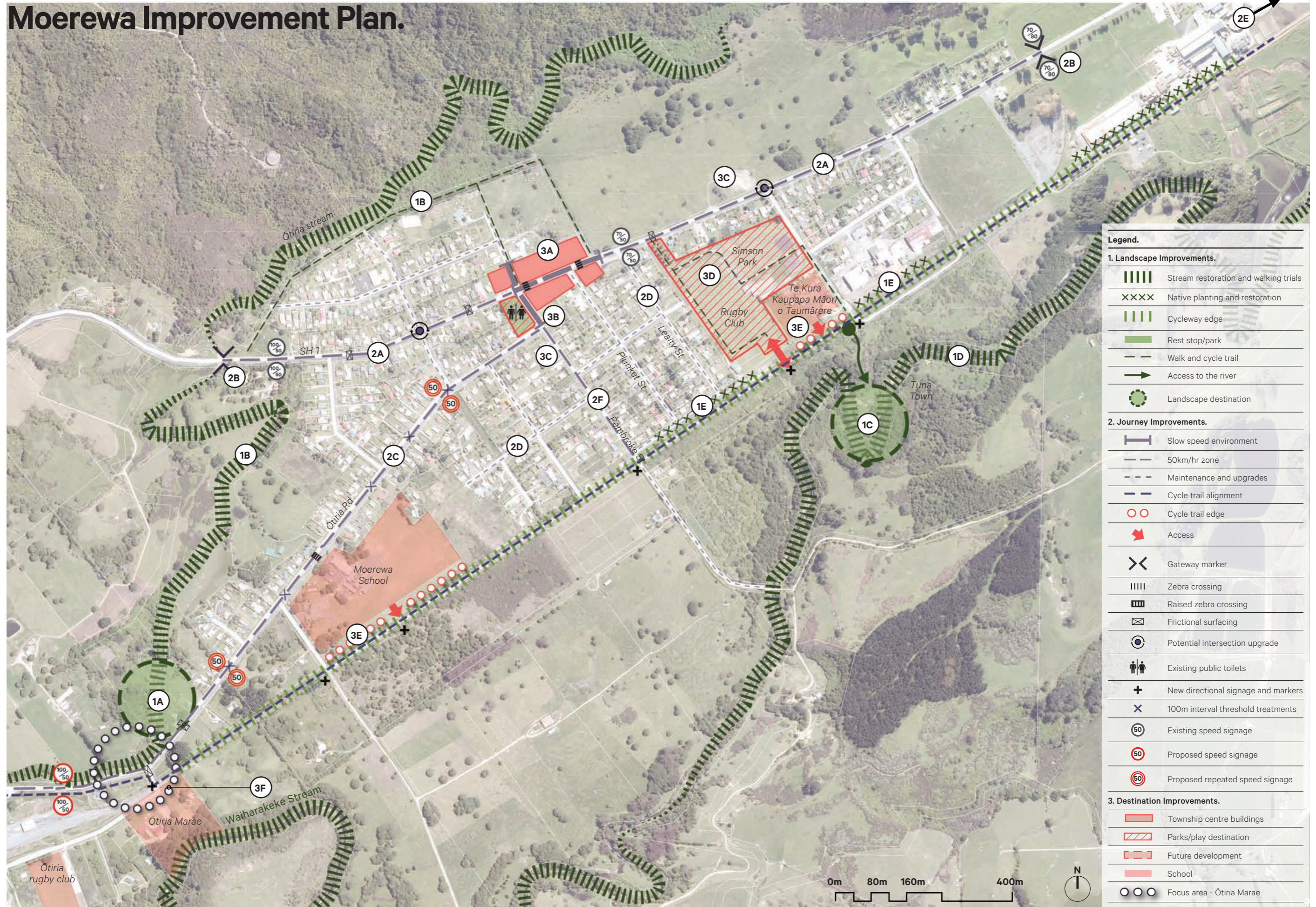
JOURNEY

2A	SH1 slowing and managing traffic speeds into the township
2B	Gateways into town (west and east)
2C	Ōtiria Road- slowing and managing traffic speed
2D	Residential streetscapes - improving footpath connections and amenity
2E	Settlement Road- slowing and managing traffic speed
2F	Pembroke Cycle Connection improving access to the township

DESTINATION

3A	Moerewa township centre streetscape improvements to pedestrian environment
3B	Moerewa main street re-orientation to focus parking and development off the main road
3C	Moerewa future development - long-term town centre growth
3D	Simson Park- improving connections and access through the park
3E	Moerewa School and Kura Kaupapa Māori o Taumārere - trail edges connecting to the cycleway
3F	Ōtiria Marae focus area

Moerewa Improvement Plan.

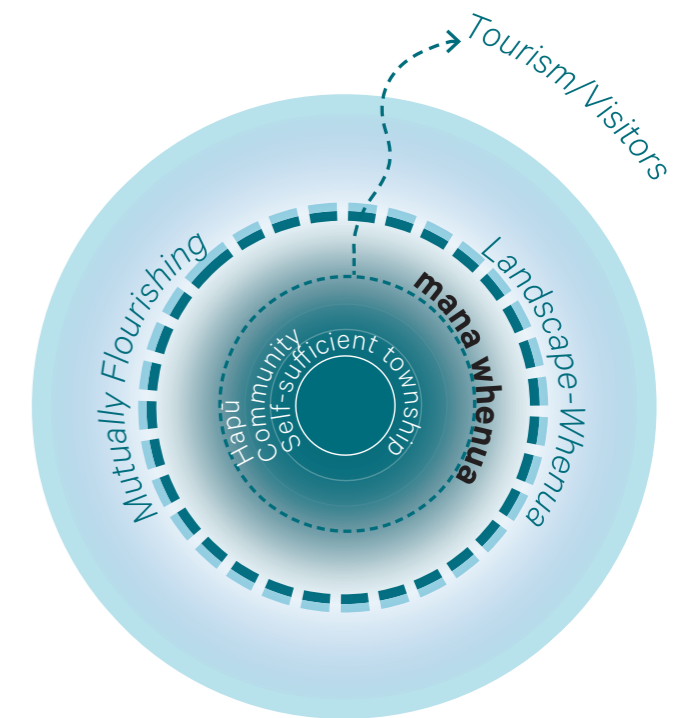


Legend.	
1. Landscape Improvements.	
	Stream restoration and walking trails
	Native planting and restoration
	Cycleway edge
	Rest stop/park
	Walk and cycle trail
	Access to the river
	Landscape destination
2. Journey Improvements.	
	Slow speed environment
	50km/hr zone
	Maintenance and upgrades
	Cycle trail alignment
	Cycle trail edge
	Access
	Gateway marker
	Zebra crossing
	Raised zebra crossing
	Frictional surfacing
	Potential intersection upgrade
	Existing public toilets
	New directional signage and markers
	100m interval threshold treatments
	Existing speed signage
	Proposed speed signage
	Proposed repeated speed signage
3. Destination Improvements.	
	Township centre buildings
	Parks/play destination
	Future development
	School
	Focus area - Otiria Marae





2. Pūtake. Project Origins & Purpose.



The Twin Coast Discovery Route.

The Twin Coast Discovery Highway is an 800km scenic touring route of both the east and west coasts of Northland. The circular route is designed to connect with key tourist attractions and infrastructure. The Twin Coast Discovery Route (TCDR) is a key element to the region's tourism strategy and economic development plan.

The Twin Coast Discovery Route Programme Business Case (PBC) recognises that Northland is not making the most of its tourism and visitor appeal. The visitor industry thrives in isolated pockets on the eastern side of Northland over summer, but destination appeal and visitor spend outside this area and season is diminished.

This diagram below shows the specific work areas for each of the four work streams that are included in this first iteration of the Action Plan.

Northland Twin Coast Discovery Route Township Plans, Contract Number 2018456. P 15. 1st November 2018.



Programme/Project Context.

Purpose of the ULDF.

The purpose of the Urban Landscape Design Framework (ULDF) is to understand and acknowledge:

- The character areas, landmarks, features and attractions along the journey at a landscape scale;
- The clustering relationship between townships and stopping places, and spatially where the key networks, connections and communities are best integrated;
- The potential for servicing the tourism sector, what is unique about each place, and the types of initiatives that are appropriate for each type of town.

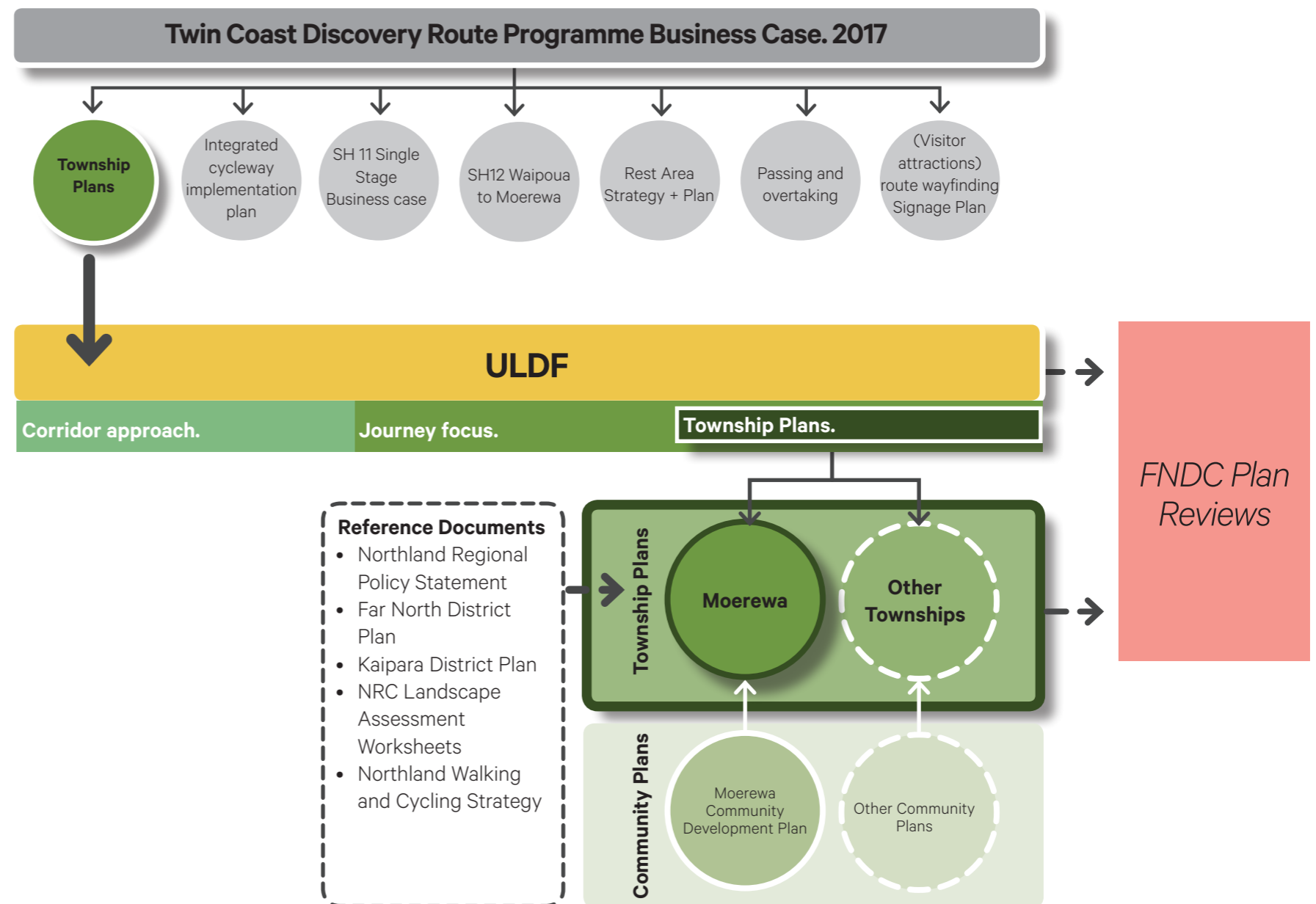
Purpose of the Township Plan.

Township Plans are needed to guide investment that will enhance township amenity and function, to attract visitors and encourage them to stop and spend money in the community.

For each township, spatial function, movement and place initiatives will strengthen public realm and open space. These placemaking moves position the specific development opportunities in each town and build on community led development plans and placemaking initiatives already underway. Improving safety, accessibility, attractiveness and convenience of stopping and gathering places will help unlock and enable new opportunities for growth.

Audience - Who is it for?

The Township Plan is primarily for funding application prioritisation purposes, to be used by local authorities to support future funding requests and strategic planning. Local authorities may seek funding from the Provincial Growth Fund (PGF), National Land Transport Fund (NLTF), Tourism Investment Fund (TIF), Council Long Term Planning (LTP) Sponsorships and other sources. The Township Plan also informs the Far North District Plan Review and will be referenced by the Far North District Council (FNDC). It is also a document for the community to continue to advocate for and effect change locally.



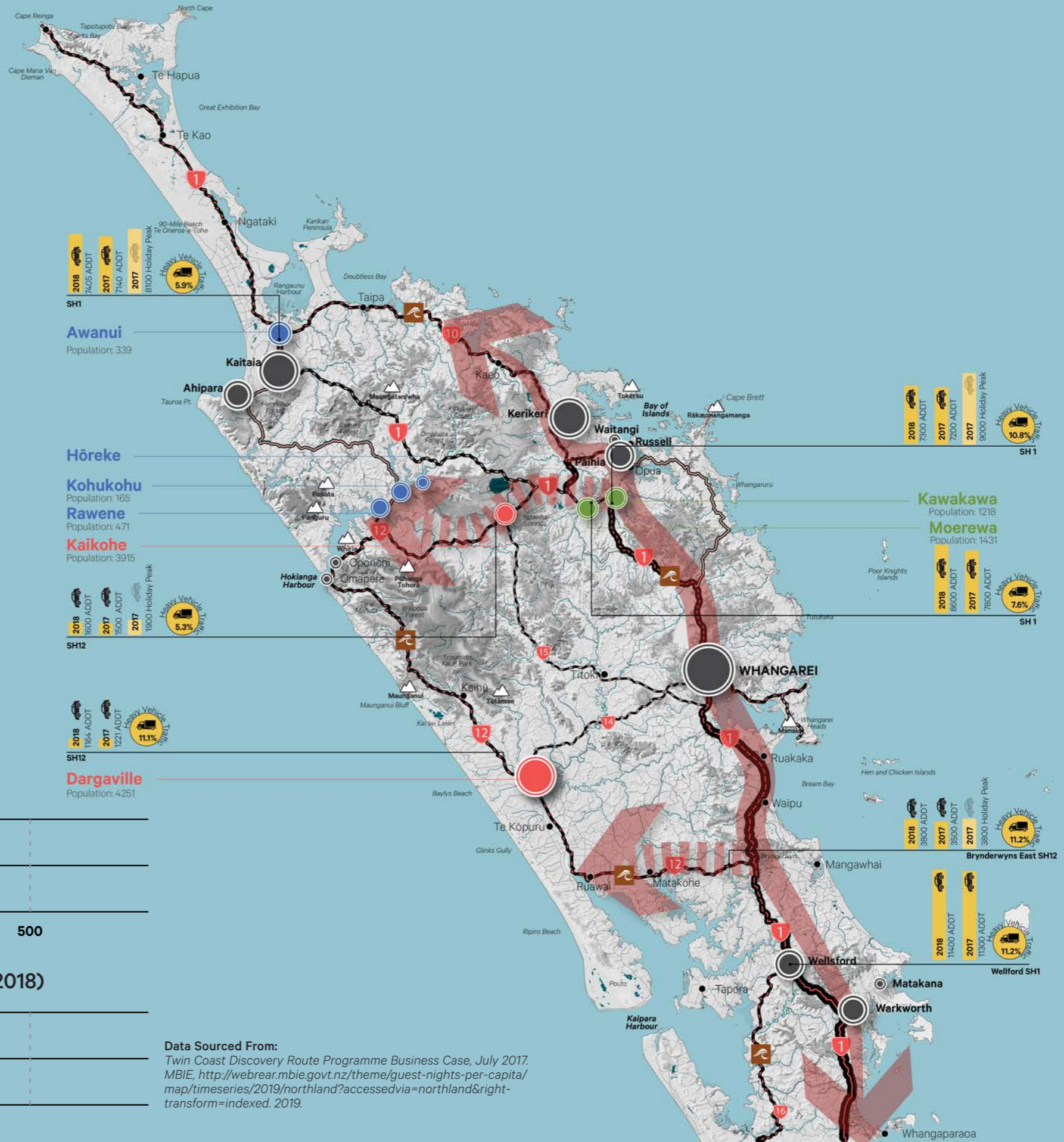
Problem Definition. The TCDR Programme Business Case (PBC).

Legend.

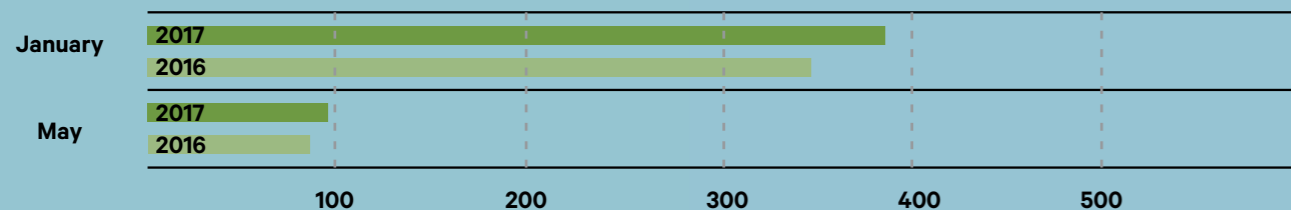
- 10,000-50,000 Average Vehicle Count Per Day
- 5,000-10,000 Average Vehicle Count Per Day
- <5,000 Average Vehicle Count Per Day
- High Volume Road - Road Classification
- National - Road Classification
- Regional - Road Classification
- Primary Collector - Road Classification
- Secondary Collector - Road Classification
- Arterial - Road Classification
- Highway - Road Classification

Data Sourced From:
Twin Coast Discovery Route Programme
Business Case, July 2017.

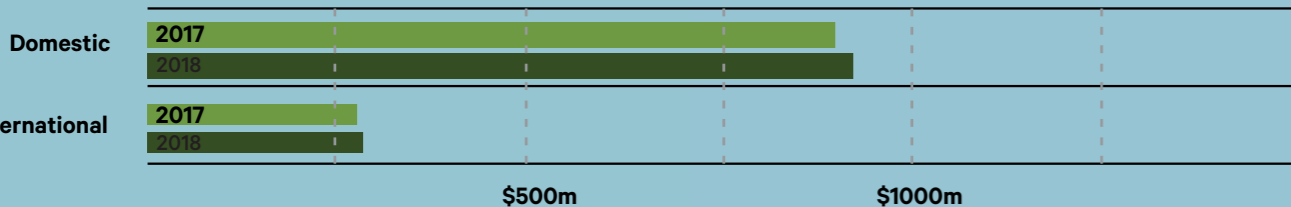
NZTA, State highway volumes by region,
<https://www.nzta.govt.nz/resources/state-highway-traffic-volumes/> October 2019.



Guest Nights - Quarterly in Northlands



MBIE Domestic vs International Expenditure in Northland (2018)



Data Sourced From:
Twin Coast Discovery Route Programme Business Case, July 2017.
MBIE, <http://webrear.mbie.govt.nz/theme/guest-nights-per-capita/map/timeseries/2019/northland?accessedvia=northland&right-transform=indexed>. 2019.

Problem Definition.

The TCDR Programme Business Case (PBC).

NEAP- Economic Growth Activity.

Currently Northland includes disparities between east and west, and in particular the low population and geographical remoteness of the western and northern part of Northland show high deprivation and unemployment, low income, population decline, and poorer educational outcomes. Communities are becoming fragmented as many young people are moving away to find long term opportunities in urban areas. Identifying transport as an enabler for visitor industry opportunities along the TCDR will help address Northland's current socio-economic outlook in response to the Tai Tokerau Northland Economic Action Plan (NEAP) by attracting visitors to the west and far north of Northland. Most importantly, the solutions for townships must embrace sustainable Māori cultural frameworks and cultural expressions that empower hapū and support whānau, and lead to mutual benefit in order for communities to thrive.

The TCDR Programme Business Case (PBC).

Two key problems are addressed in the TCDR Programme Business Case (PBC) and provide the context and overarching objectives for the Township Plans. The TCDR programme aims to tilt investment north and north-west, and provides an investment map for the types of options that holistically will provide the greatest benefit to the region, including walking and cycling networks, wayfinding and visitor information, and road network considerations such as stopping places, safety and resilience. The project improvements identified in the Township Plans contribute to this picture of investment, but do not singularly provide all the puzzle pieces.

Problem 1: Destination appeal

The destination appeal of Northland's visitor industry is focused in a few locations and only at some times of the year, which is a lost economic opportunity for all of Northland.

The evidence confirms;

- Northland has a strong visitor economy with significant opportunity for additional economic growth
- Northland has regional dispersal issues and diminished destination appeal outside of key tourist areas of Whangarei, Kerikeri and Bay of Islands.
- Clear seasonality issues (*), which is a lost economic opportunity for the region.

**Visitor numbers are much lower than other regions outside of peak periods. Domestic tourists account for approximately 70% of the visitor spend, with the peak season coinciding with extended holidays throughout the Christmas and long weekends in January/February. Job opportunities in the off-peak season are low and it can be difficult for businesses to stay afloat in the winter.*

Key considerations for the PBC;

- Focus on options that develop economic opportunities on the west coast and the far north outside of the key tourist areas and support the key Northland Journeys
- Focus on options that develop the visitor industry outside of peak seasons
- Add the visitor bar graph diagram here/ associated with this text if layout works

Problem 2: Transport level of service

Variability in the customer level of service of the TCDR and key Northland Journeys fails to meet the resilience, safety and road amenity expectations of all users. The evidence base suggests:

- Resilience, safety and amenity issues are the key level of service parameters for TCDR customers
- The majority of the network has appropriate levels of service, but there are areas with localized issues that need to be addressed.

Key considerations for the PBC

- Develop a programme of transport initiatives that will directly support the parallel development of the visitor industry and improve the reliability, safety and road amenity of the route in a coordinated manner
- NZTA already has developed resilience and safety programmes for Northland; the PBC should focus on the gaps

One Network Road Classification (ONRC), traffic counts and heavy vehicles.

The TCDR routes through townships are defined under the One Network Road Classification (ONRC) as Primary Collector and Secondary Collectors. As defined in the PBC:

'SH12 connects Ohaeawai and Brynderwyn with the majority of the road located near Northland's West Coast. SH12 provides the main connection for towns such as Dargaville, Omapere, Opononi, Kaikohe, and the rest of New Zealand and also passes through the Waipoua Forest. The entire length of the route is identified as a primary collector road. In general, traffic volumes along this route are less than 5000 vehicles per day (vpd) with short sections near Kaikohe and Dargaville carrying between 5000 – 10,000 vpd. SH10 connects to SH1 at the northern and southern ends and extends between Pakaraka and Awanui. From the northern end (near Awanui), it is classified as a primary collector and carries less than 5,000 vpd. SH10 is prone to flooding, in particular near Kaeo.'

In many centres, the presence of a major highway can create severance, road and pedestrian safety, visual, emissions and noise effects, degrading the sense of place to these areas. However, passing traffic is important to the local economies, not only generating income for local service businesses but also presenting opportunities for further growth and the development of visitor attractions

Problem Definition.

The TCDR Programme Business Case (PBC).

Township Plans- Overview of Problems and Objectives in Response to the PBC.

The Township Plans are focused on improvements that are mutually beneficial and sustainable for both communities and visitors. Generally, the towns have experienced historical lack of investment and are looking tired, which is resulting in reduced community pride, reduced confidence in business ventures, and reduced destination appeal for the important visitor sector. Severance and safety issues resulting from heavy vehicles and traffic speeds along state highways, byways and connector routes through towns, detract from sense of place and community. Lifting the 'baseline' standard of these townships, and linking cultural and natural advantages of townships to create authentic visitor experiences will create a more compelling and sustainable value proposition.

Key considerations for the Township Plans in response to problem 1: destination appeal relate to the visitor requirements outlined in the PBC as follows:

Accessibility: Movement between attractions, and opportunities to stop easily and safely within the townships are limited- particularly with towns on State Highways. Multi-modal connections and crossings, particularly for pedestrians and cyclists are often severed and unsafe. Most of these towns have become disconnected from the landscape and waterways, which have been degraded. The activities therefore have the dual role of reconnecting the community to their towns and the towns to the landscape, and encouraging visitors to "stop, stay and spend" in the townships.

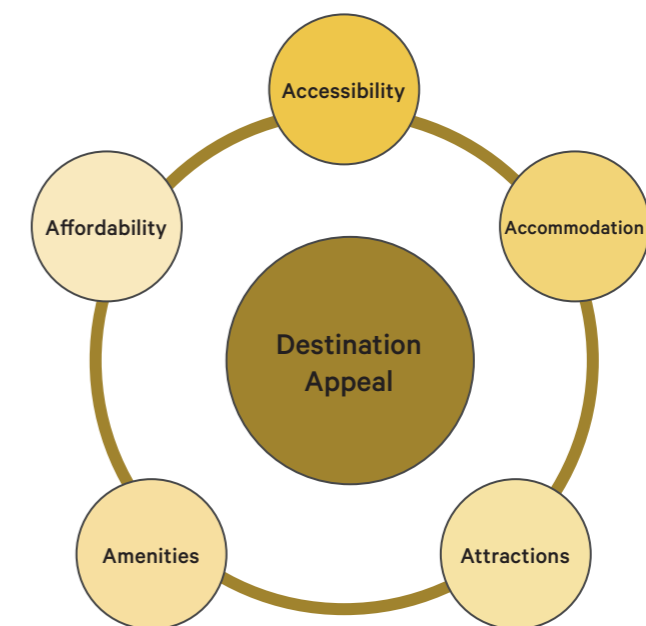
Accommodation: Options are currently limited in the townships, and difficult to sustain. With clusters of townships, there is usually one larger town which provides the majority of accommodation options for all. Options should be expanded to cater to increasing free independent travellers (FIT), for the domestic market, and to expand the international market. Low impact Freedom Camping opportunities should be promoted, while also focussing public space and transport improvements where they will benefit local businesses and increase investment confidence, including the potential for marae hosting.

Attractions: Attractions within towns are often scattered and dispersed which weakens their collective potential. Considerations include 'destination hubs' with co-location of existing and potential visitor attractions, and 'movement patterns' that join up a series of attractions as a street corridor, recreation trail or water based experience. This might include themed attractions linking townships. Improvements to the activation, amenity and function of public spaces will support attractions and movement between them. Cultural/ civic/ community destination hubs are likely to provide dual benefit for visitors that will help address seasonal fluctuations.

Amenities: Resting and stopping places for visitors are typically on the outskirts or inbetween townships which detracts from the stopping function of the townships themselves. They also cannot be found easily within the town, are typically unattractive, and lack supporting amenities. By improving civic and recreational assets for communities, and focussing on the natural assets of the township (e.g. waterways and waterfronts), the destination appeal for visitors will increased. Provision for shade and shelter, seating

and play, public toilets and bike/ changing facilities, water access etc will provide necessary mutual and communal benefits.

Affordability: There is generally a lack of fun, free experiences for visitors within the Townships and they are disconnected from the opportunities presented by the landscape setting. Free and/or affordable experiences are core to destination appeal for independent travellers, and can promote economic spin-offs within the townships. Landscape opportunities and environmental restoration projects are promoted in the Township Plans to enable walking and cycling, environmental education, identity and character, and water access.



Problem 1.
Destination Appeal.

Problem Definition.

The TCDR Programme Business Case (PBC).

Key considerations for the Township Plans in response to problem 2: transport level of service, relate to the customer level of service requirements outlined in the PBC as follows:

Resilience: The townships are facing environmental challenges such as connected flooding issues, degradation of waterways with pollution and siltation, weed infestation and deforestation, reduced wetlands and indigenous ecology, and unstable seawalls from coastal inundation and historic reclamations. Flooding risks and occurrences have an impact on the resilience of the road network between townships. The township activities all have a focus on improving active modes through provision of new off-road infrastructure, improved connections and consistent infrastructure where there are currently gaps and missing linkages. This investment will encourage mode shift from private vehicle for short trips within towns and will catalyse environmental restoration projects that support a resilient network.

Accessibility: A high volume of heavy vehicles is experienced through all the townships. The traffic speeds and significant truck volumes create real and perceived safety and access issues through the townships. Creating a more accessible and thriving town needs to have the supporting infrastructure that will keep people safe. The township improvements support development of, and connection to, several premium tourism cycle trails including the Twin Coast Cycle Trail Great Ride, and the Kaihū Valley Rail Trail between Dargaville and Donnelly's Crossing. A cluster approach has been used to group towns geographically, and maximise activity based attractions. The activities therefore address access issues both within the township as well as between townships, which reduces isolation of small townships and improves access to social facilities such as medical facilities.

Travel time reliability: Generally township improvements will create a negative impact on travel time in order to achieve safety, amenity and place function within the townships themselves.

Optimal speeds For cycling and pedestrian safety, the initiatives that provide better urban speed management will reduce speeds to help achieve safe and appropriate speeds for situations where vulnerable users are sharing the state highway and other roads with motorists.

Safety: For all the townships, the limited crossing facilities for pedestrians in conjunction with high speeds results in a serious safety concern and a severance effect for the communities and presents a high societal consequence risk for people going about their daily business. This impact on access to opportunities affects the ability of the towns to thrive. Given the traffic speeds, large numbers of trucks, and lack of pedestrian crossing facilities, the proposed improvements will reduce speeds and provide safer crossings which will help address the high perceived safety risk associated with walking and cycling within the townships.

Amenity: A lack of investment in roading, public infrastructure and maintenance over time contributes to perceptions that the townships are unsafe, uncared for, and unfriendly. For the communities there is consequently diminished pride and mana. If they are not self-sustaining, then they cannot adequately manaaki visitors. Temporary and low quality interventions often fail. A high quality visual experience is important to self-drive tourists. For the townships, a focus on the amenity of the transport network- trails, destination hubs, mainstreet and streetscape upgrades and gateways will contribute to ecosystem services, identity and character, and visual cues to slow speed environments.



Problem 2. Customer Service Level.
Sourced from: Twin Coast Discovery Route Programme Business Case, July 2017

Moerewa - Specific Considerations in Relation to Land Transport Priorities.

A Township IAF Assessment has been completed for the Northland Township Plans as a combined programme for all eight townships. This assesses the Townships for funding priority under the Local road improvements category. However given that the programme does have a significant walking and cycling investment, aspects of the assessment have also considered the safety criteria for that activity.

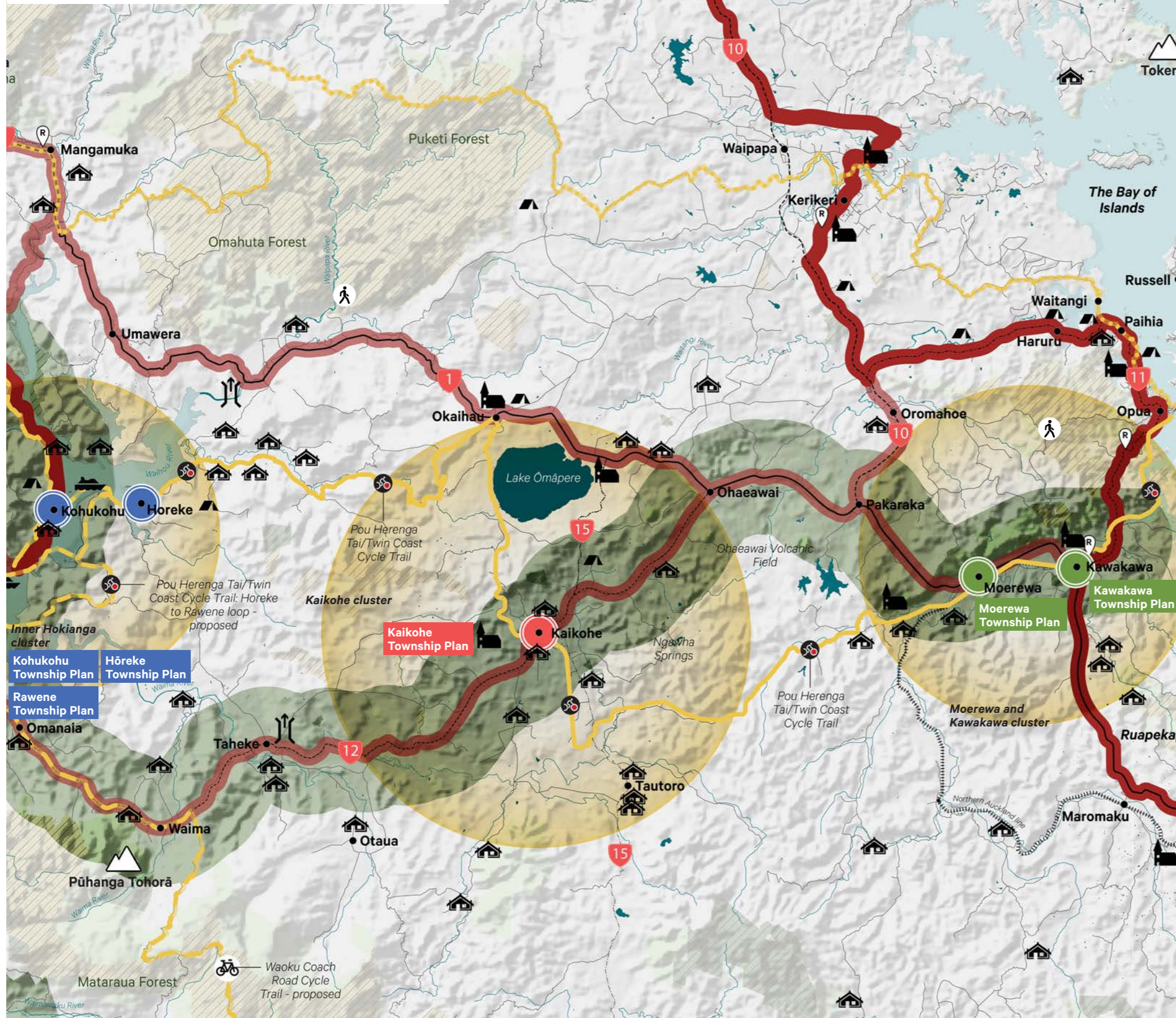
The following summarises some of the specific considerations for Moerewa in relation to the Government Policy Statement (GPS) land transport priorities.

Safe transport system: Moerewa is a smaller town on a key state highway corridor which lacks defined built or natural thresholds that help denote speed transition zones, and a high volume of heavy vehicles is experienced through the township. In the last ten years, Moerewa has had several fatal and serious crashes occurring through the town, including a serious-injury crash with excessive speed cited as a factor, two fatal crashes (one involving a cyclist) and a serious injury crash at the crossroads with Nisbet St and Wynyard St, and two fatal crashes east of the abbatoir. The improvements that will provide a lower speed environment, will reduce the severity and risk of crashes, as well as improving accessibility.

Access, resilience and transport choice: Road closures have been recorded on SH1 between Kawakawa and Puketona, including Pakaraka and Moerewa,, and are likely due to flooding issues. The implementation of larger landscape improvements such as the waterways and wetlands in Kawakawa and Moerewa provide opportunity for improving resilience and access as well as ancillary economic activities such as guided tours. Strengthened connections between the townships and cycle trails is needed to encourage visitors to stop in the townships and transfer economic benefits to the townships, and equally to create safe access to the cycle trails for community recreation and alternative travel between towns for employment and physical activity - such as Moerewa to Kawakawa.

Reduced adverse effects on the environment: Addressing flooding issues in Moerewa through restoration of waterways and unblocking 'choke' points will improve downstream effects for Kawakawa as well.

Journey and Cluster Map. Moerewa/Kawakawa.



Legend.

State Highways, roads and infrastructure

- Twin Coast Discovery Route
- Tourism Byway
- Road (non-highway)
- SH 1
- SH 10
- SH 11
- SH 12
- SH 14
- SH 15
- SH 16
- SH 18
- Railway line

Landscape Features.

- Outstanding Natural Landscape
- Protected Areas
- River
- Lake

Cycle routes and trails (refer Northland Walking and Cycling Strategy, Kaipara Walking and Cycling strategy).

- Pou Herenga Tai/Twin Coast Cycle Trail
- Regional cycling routes/trails: existing
- Regional cycling routes/trails: to be enhanced
- Regional cycling routes/trails: proposed
- Te Araroa Trail

Townships

- ULDF township clusters
- Other potential ULDF clusters
- Cluster 1 townships
- Cluster 2 townships
- Cluster 3 townships
- Other Northland townships

Culture, Community and Visitor features.

- Marae
- Church
- Campground
- Rest stop: existing/improvements/proposed
- Short walks
- Ngā Maunga o Ngāpuhi
- EV charging station
- Single lane bridge
- Ferry connection



Township Context.

Historic Context.

Waipuna was the name of the town before it was changed to Moerewa. Many pa sites were located in the area, including on all but one of the Ōhaeawai volcanic cones, and there are strong spiritual and cultural values associated with the volcanic cones.

Moerewa is the heart of Ngāti Hine and Ōtiria Marae has one of the few carved meeting houses in the north. Historically Maori caught eels and 'tuna' which were plentiful in the Waiharakeke and Ōtiria Streams.

Landscape Catchments.

Moerewa sits directly south of a sequence of bush-clad hills that extend west to the Ōpua Forest, on the inner reaches of the Bay of Islands harbour. These hills frame the inland portion of the north, and are prominent features in Moerewa. They also serve as the landscape elements which to links the center-north with the east coast.

Moerewa township is situated on the low lying, relatively flat land between two streams, the Ōtiria Stream to the north and the Waiharakeke stream to the south, and is framed by the hills beyond.

Land Use and Settlement.

The surrounding land use is now largely forestry and agricultural, dominated by dairy production farming and crops with the meat works being a major source of employment in Moerewa. The landscape reflects Moerewa's agricultural industry and is mostly pasture, with prominent bush-clad hills in the distance.

The township is largely based along State Highway 1, with the main street and retail hub clustering on the state highway, with the exception of Ōtiria Marae which is located off the highway near the Ōtiria Stream.



Historic Context Sourced from: National Library New Zealand, Whites Aviation, 1962, 1985 & 1959



Landscape Catchment/Wider Context



Township Context

the road is causing a hazard. People turning North out of Wymond are jumping the Island or taking 2 or 3 point turns to get around the eastern end before when

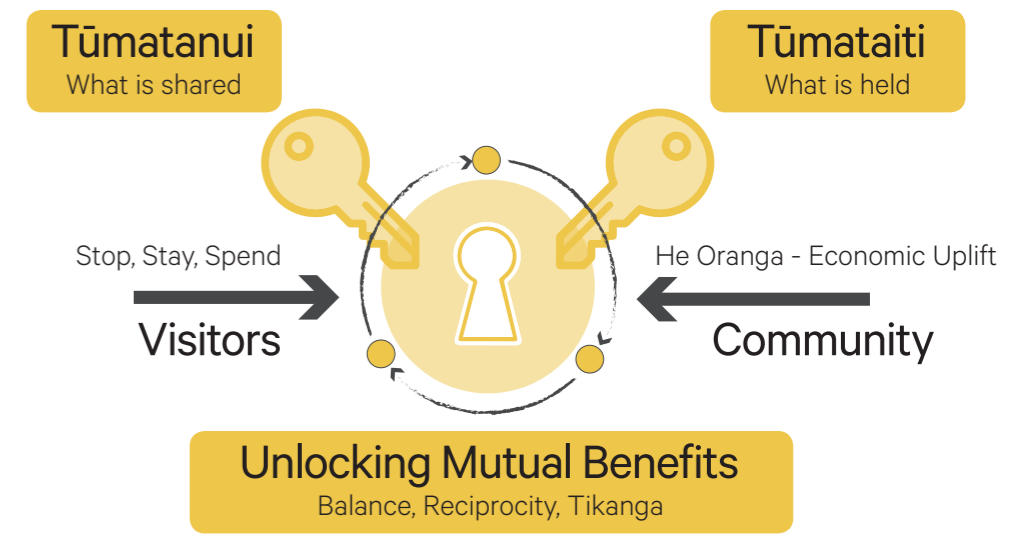
- Lack of Representation
- Accountability to Community

- Flooding
- Property Safety
- Drainage
- Stop waterway

Traffic
- Waffle Island
- People concerned with
- People turning right
- People turning left



3. Design kawa. Process.



Township Plan Process.

The Urban Landscape Design Framework (ULDF) establishes the principles and processes for the townships - the Kaupapa and design kawa that has shaped the Enquiry by Design process with Iwi Hapū, and the communities in each town.

The Enquiry by Design process is a 'ground up' approach, that builds on the community development and placemaking work already underway in each town. For Moerewa, this is the Moerewa Community Development Plan, which identifies the community aspirations as focus areas and objectives (refer to the appendices of this document for a summary)

The infographic on this page sets out the process that has determined what improvement projects are recommended for Moerewa over the next 10 years, specifically to support uplift of the visitor industry with transport infrastructure as an enabler. The Enquiry by Design process is inherently a process of optioneering and prioritising with the community- it involves scenario testing and consensus building around the problems we are trying to fix, the opportunities we are trying to grab, the outcomes we are trying to achieve and the improvements that will lead to mutual benefit in each town. Each improvement is scoped as a project to take forward, which carries a degree of risk until full investigation is completed.

The Township Plan captures problems and potential solutions through the following steps;

Gathering Background Information.

Building the baseline and framing the challenge: Preparation of an Urban Landscape Design Framework (ULDF) to identify the broader opportunities that can be leveraged for towns by intersecting with the Twin Coast Discovery Route. Gathering background information, to build a baseline for problems and opportunities that are currently known, and framing the problems that are trying to be solved within the parameters of the project. Framing, testing and establishing the pūtake and design kawa with Iwi and Hapū is fundamental to this approach. Taking time to build an understanding of the project purpose, and seeking support for working in this way for mutual benefit through hikoī.



Township Plan Process.

Imagine Workshop 1.

Exploring issues and options: 'Imagine' workshop session one, working with the Community Focus Group to: identify the places that are important to them as a community (to either change or protect); identify the issues and opportunities within the town's public spaces using SWOT analysis (strengths, weaknesses, opportunities and threats); hikoi to understand the experiential context; and work through options and scenarios from both community and visitor perspectives with interactive mapping.

Outcomes of Workshop 1.

Identifying focus areas and objectives: Spatial representation of potential improvement projects and priorities, collated into themes that are aligned with potential investment and delivery pathways. Identifying the vision and investment objectives as 'key moves' and focus areas.

Create Workshop 2.

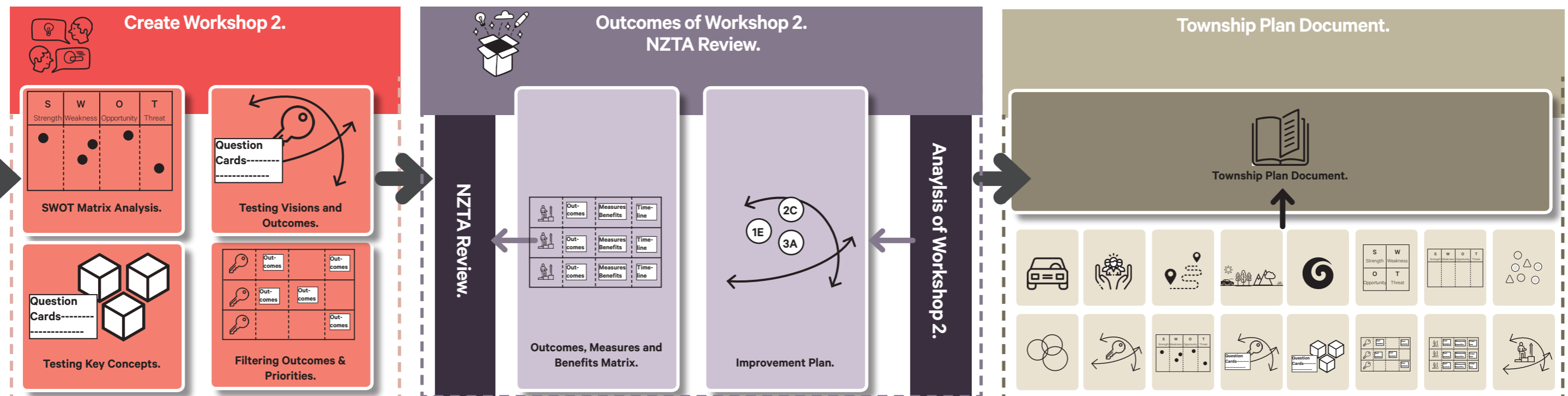
Testing and refining the objectives and measures: 'Create' workshop session two with Community Focus Group followed by an open community drop in session, confirming the measures for community wellbeing and economic uplift that are specific to the township, and using these to guide priorities, time frames and refinement of improvement project and interventions.

Outcomes of Workshop 2.

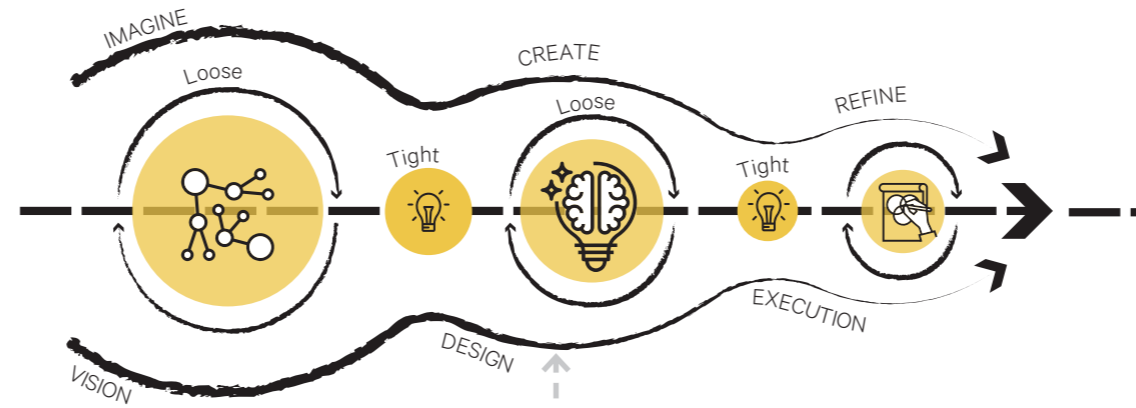
Refining Township Plan improvement projects: Refined, scoped, reviewed and measured for long term benefits. Technical and design interpretation helps to shape the parameters for what is possible, and how improvement projects can be packaged and delivered in a way that will contribute to the function, identity and attractiveness of the town over time.

Township Plan Document.

Compiling Township Document: Technical interpretation is part of the design shaping process with community. There is inevitably energy and attention around certain issues and locations in the community that capture a point in time. Opportunities and ideas are reinforced or thrown out through the process, and better alternatives are added in to provide a clear direction that delivers on the vision and objectives. Ultimately the improvement projects represent what would make a positive difference in the town.



Engagement format and structure.



Phase One Workshops

1. Framing
2. Laying Foundations
3. Hikoī Wānanga.
4. Scenario Testing



ULDF background and preparation

Iwi Hāpu Hikoī

19-21 March 2019
9:00AM to 5:00PM

Community Focus Group

'Imagine' Workshop 1

7 May 2019
9:00AM to 4:30PM,
Informal session till 6:30PM.

Vision and objectives

1. Key Moves Map
2. Issues/Opportunities SWOT Map
3. Focus Areas Map

Community Focus Group

'Create' Workshop 2

25 June 2019
Workshop: 9AM to 1:30PM
Open community drop in session: 3:30PM to 7:30PM

Key concepts & principles.

1. Improvement Plans
2. Priorities
3. Evaluate benefits & measures

NZTA Review

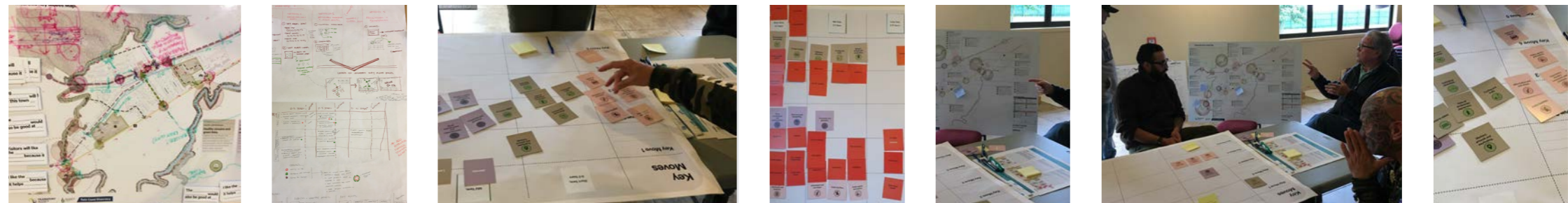
Refinement and integration with the ULDF

Final Township Plans

Final ULDF

Phase Two Workshops

1. Understanding needs
2. Testing visions & objectives
3. Testing key concepts
4. Filtering outcomes & priorities



Approach.

Enquiry by Design Approach.

Enquiry by Design invites communities and stakeholders into the design process. The format over a full day or multiple days enables deeper exploration of complex issues, and is used where development can have positive, regenerative effects on the community. This approach drives momentum and promotes community ownership through the development of shared vision and objectives, and reaching consensus for key outcomes. Interactive workshops bring together a technical team and community knowledge to develop a beneficial and feasible implementation strategy that fits with the broader goals of the community.

Workshop 1 - Imagine workshops: Vision and objectives, key concepts (spatial functioning)

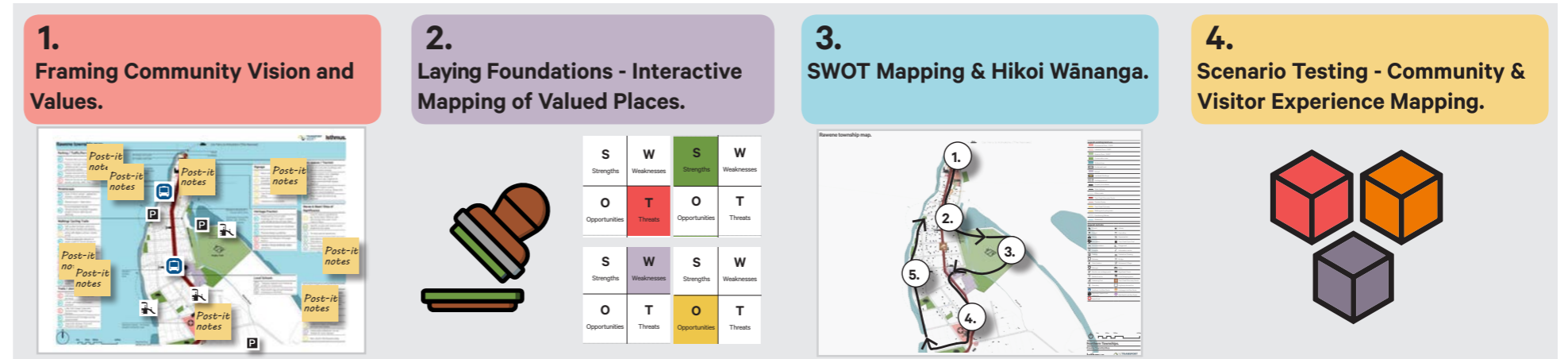
Workshop Attendance - 21 people attended workshop one. Refer to appendices for detailed workshop attendance information.

This phase creates the vision and framework for development initiatives in each town. Key concepts for public spaces and connectors are mapped to identify the overlaps between 'lived experience' and 'visitor experience'. Each township has unique identifiers and distinctive qualities drawn out through this process.

Workshop 2 - Create workshops: Township Plan, Improvement project priorities

Workshop Attendance - 1 person attended workshop two and an additional 13 people registered for the drop in session, with more unregistered in attendance. Refer to appendices for detailed workshop attendance information.

This phase reflects back on how the input of each community has impacted on key concepts and priorities, and how this fits with both community values and TCDR programme objectives. Using 'mutual benefit' criteria to analyse and prioritise, a list of potential infrastructure improvement projects for each town is refined with the community.



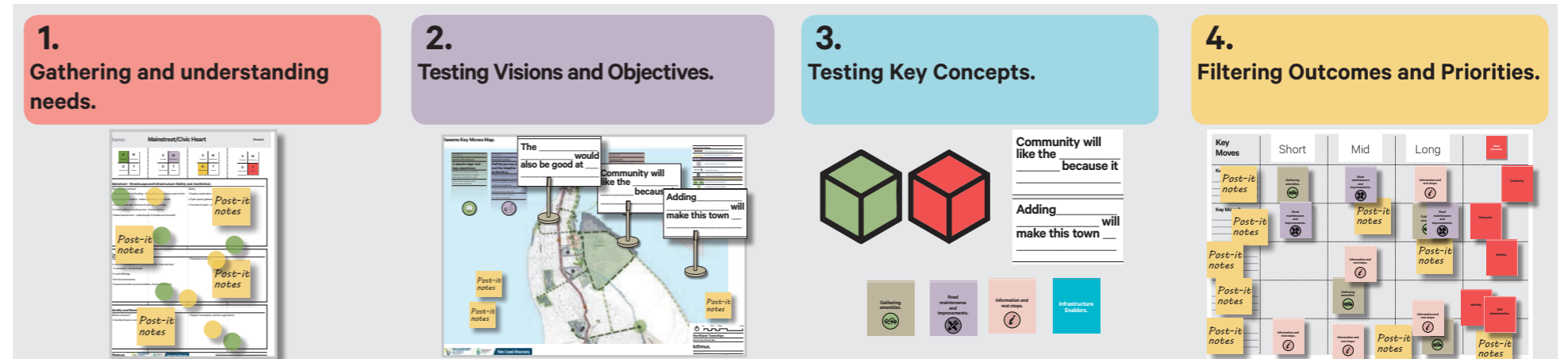
Session 1 Framing:
A. Understanding the purpose and mutual benefit framework
B. Establishing community vision and values

Session 2 Laying the Foundation:
A. Interactive mapping identifying important/treasured natural, cultural or historic places at a 'Journey' and 'Township' scale.
B. Establish what requires the most attention using SWOT cards

Session 3 Hikoi Wānanga:
 Hikoi around the town led by the community, identifying key sites for improvements

Session 4 Scenario Testing:
 Mapping outcomes and scenarios through interactive community and visitor scenario dice

Workshop 1. Imagine.



Session 1 Gathering and Understanding needs:
 Review SWOT analysis from workshop 1. Establish what requires more understanding and focus

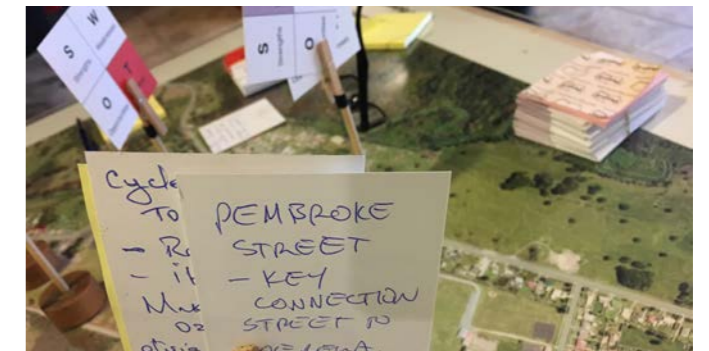
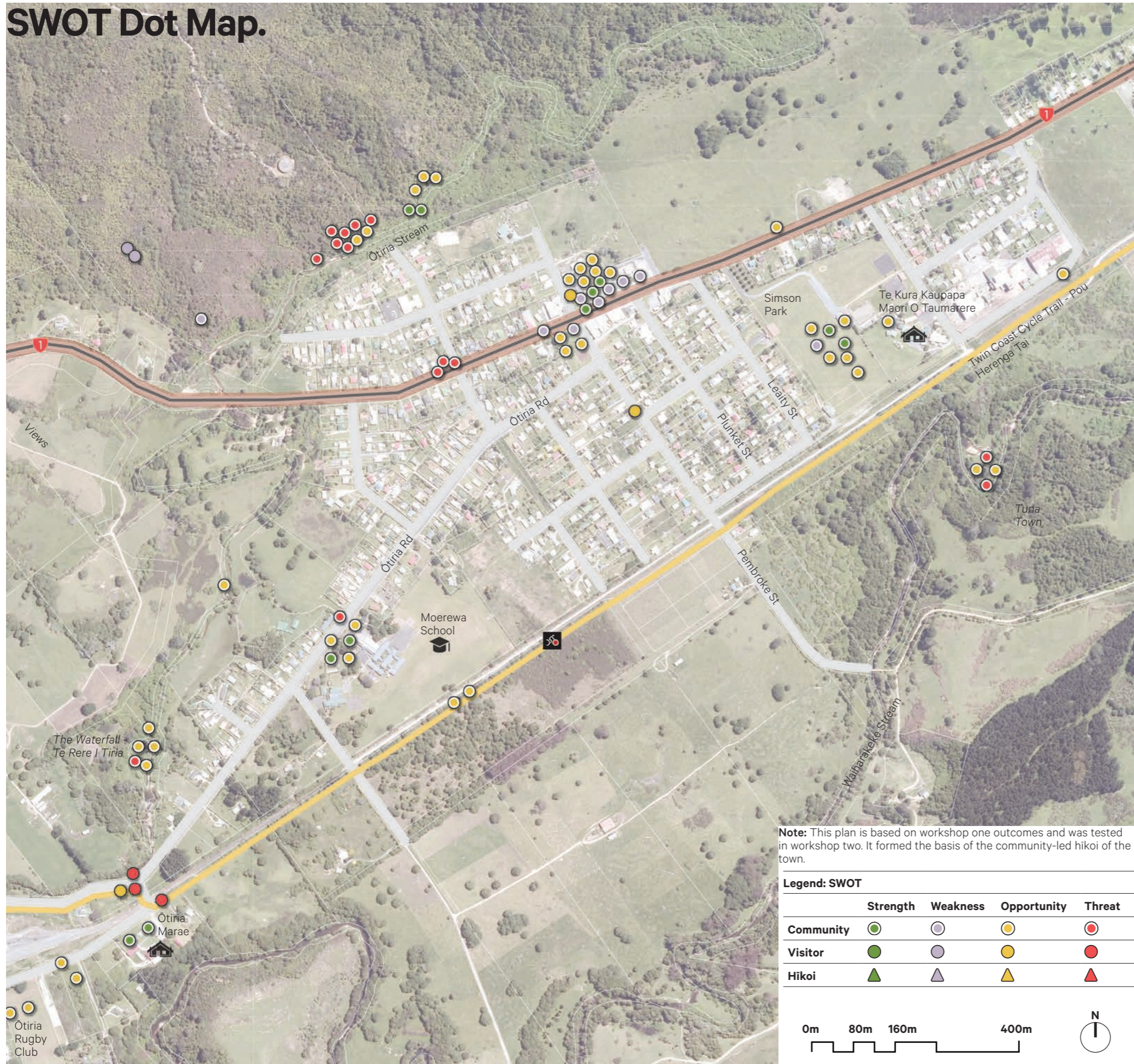
Session 2 Testing the Visions and Objectives:
 Test and build on key moves, objectives and vision statements. Testing the key moves spatially on the map and prompting potential outcomes.

Session 3 Testing Key Concepts:
 Reviewing focus areas improvement projects, with 'prompt question' cards and testing community and visitor scenarios.
 Establish priority focus areas outcomes using 'toolkit' theme cards

Session 4 Filtering Outcomes and Priorities:
 Look at the sequence of improvement along a time line to enable key outcomes.

Workshop 2. Create.

SWOT Dot Map.



Imagine.

The SWOT analysis (strengths, weaknesses, opportunities and threats), provides a snapshot of what is ‘front of mind’.

It highlights what is relevant to the community when considering how public spaces function within the town, and how the town connects to a broader network of opportunities. The SWOT analysis is compiled from the ‘hands-on’ and interactive mapping activities employed for the Enquiry by Design process. Issues and opportunities are captured spatially on the map as ‘SWOT dots’ and in the SWOT summary.

S

Strength

- Knowledge Sharing - local knowledge to teach youth and mentor businesses
- Strong Community – ‘Community is the constant’, strong community centre, and Marae
- Events – Infrastructure for events e.g. Marae
- Through Traffic – Taking advantage of the traffic that travels through Moerewa. Stop, Stay, Spend.
- Local Business – Incubator- Support local business, creative spaces, shared office spaces, artist and cafes, all connected through the mainstreet

W

Weakness

- Youth Development – education for youth, opportunities for youth, limited youth play
- Local Knowledge Sharing – Limited platforms to share local knowledge, tell local stories. Need to promote Iwi Hapū connections and local knowledge and promote cultural awareness.
- Bypass – Bypass for heavy vehicle and buses
- Beautify Moerewa – Clean up mainstreet, paint shop fronts, create an active mainstreet to encourage people to stop.

O

Opportunity

- Youth – Youth amenities and youth play. Build off the cycle way to create youth cycle trail (pump track). Build on youth programmes with the Ōtiria Marae and School. Potential basketball courts. Youth council succession planning.
- Iwi Investment – Invest in local knowledge, industry and projects. Creating local job and resources.
- Bike Infrastructure – seating, bike racks, water fountains and shade.
- Rugby Club – Build on the history and resources of the rugby club.
- Tourism – Enhance and highlight natural features and attractions as tourism destinations, e.g waterfalls and swimming spots.
- Public facilities – public toilets/ composting toilets for visitors
- Positive māori signage – māori signage and safety messages
- Rail – NRC Rail, potential, safety and utilisation

T

Threat

- Water Holes – Clean up water holes for safety and swimming
- Natural Environment – Reserves, streams and bushland. Prevent illegal dumping in these areas. Needs restoration plan and management plan for bushland, stream edges and reserves.
- Weeding and Rubbish Collection – Prevention of dumping rubbish and further road side rubbish collection. Removal of weeds on verges and in bushland.
- Flooding – Risk of flooding and poor community resilience to flooding
- Limited Community Representation – Need for community representation in decision making. Thinking collectively and holding the community accountable
- Sewage – Sewage problems, treatment and disposal. Risk to health of the community
- Traffic Speeds – Need to slow traffic before the Marae and before it enters town.
- Traffic Island – Traffic island in the mainstreet is a traffic hazard and safety issue.

Focus Area Map.

- Awa around Moerewa**
- Improve flooding resilience and management / downstream blockages and channel widening
 - Improve environmental restoration – riparian and stream edge planting, habitat enhancement, weed control
 - Create walking trail along paper road and esplanade reserves beside stream
 - Create markers: tell the story of Moerewa's connection to 'twin streams'

- Bridge**
- Improve flooding resilience and management / downstream blockages and channel widening
 - Create walking trail along paper road to north/east, and along esplanade reserve south to the waterfall and Ōtiria Marae
 - Create markers – gateway signage into Moerewa
 - Improve environmental restoration/ riparian and stream edge planting, habitat enhancement, weed control

- Gateway into Moerewa**
- Create markers – gateway signage into Moerewa
 - Improve traffic calming ahead of bridge

- Safe connections to school**
- Improve traffic calming and regular speed management along Ōtiria Road
 - Create cycleway connection into Moerewa – provide safe cycling connection on-road
 - Improve options for youth by linking 'active' spaces – school to cycleway to awa trails to Simpson Park

- Te Rere I Tiria' – the waterfall**
- Improve environmental restoration – riparian and stream edge planting, habitat enhancement, weed control
 - Grow storytelling signage – sharing story of Moerewa identity
 - Improve walking connection to 'the waterfall'
 - Improve potential landscape development at waterfall: formalise as rest area, whānau gathering area

- Gateway at the 'real' Moerewa**
- Create markers – gateway signage into Moerewa
 - Improve safety: address blind corner, traffic calming and on straight road west of Ōtiria Marae
 - Create cycleway connection into Moerewa – provide safe cycling connection on-road
 - Create wayfinding and information signage on cycle trail

- Ōtiria Marae: the cultural heart of Moerewa**
- Create markers: tell story of Ōtiria Marae and develop respectful 'edge' between cycleway and marae. Integrate into gateway to Moerewa
 - Improve safety and slow traffic on road around Marae
 - Improve and maintain railway pull-over area

- Activate mainstreet**
- Create slow traffic environment using horizontal and vertical traffic calming
 - Improve pedestrian crossings – consider 'bookending' town with additional pedestrian tables
 - Create safe cycle parking in town centre
 - Improve shopfronts – paint and maintain
 - Improve and strengthen links to trust courtyard and breakout space behind cafe, opening views to natural landscape
 - Improve use of breakout area as 'town square' for community events and gathering
 - Create information/wayfinding hub in town centre to direct tourists to the waterfall, tuna town, and awa trails.
 - Create pedestrian link to potential awa trails along Ōtiria Stream

- Defining Moerewa town centre**
- Create markers: township centre gateway
 - Grow and activate empty spaces and verges at gateway: support gardens and community planting
 - Improve wayfinding and information signage to Simpson Park
 - Improve safe cycling and walking link to Simpson Park from gateway point

- Community spaces – Nisbet Park**
- Improve amenity for whānau and youth: add shade, seating, improve play spaces
 - Create cycle parking and safe cycling route to Ōtiria Marae, cycle trail, waterfall, and school

- Town centre traffic calming**
- Change traffic behaviour: slow traffic at regular 100m intervals. Review use of traffic islands to prevent right-hand turns.

- Stitch the school to the cycle trail**
- Improve connection between school and cycleway – maintenance along edge
 - Create a play and learn-to-ride intervention into cycleway at school edge
 - Create markers: use boundary/fence of cycleway to tell stories about school and Moerewa

- Cycle trail junction**
- Create markers – gateway to Moerewa from cycle trail and wayfinding signage
 - Create intersection with cycleway to link into Simpson Park and street network

- Connect the cycle trail to the stream**
- Create 'environmental edge' to cycle trail: riparian stream edge restoration and planting
 - Create and open views to stream from cycleway

- Tuna Town**
- Improve environmental restoration – riparian and stream edge planting, habitat enhancement, weed control
 - Create storytelling signage – sharing story of Moerewa, tuna town identity
 - Improve cycle and walking trail down to swimming hole from cycle trail. Connect through to Simpson Park

- Simpson Park**
- Create Park masterplan for long-term planning and resilience
 - Grow and activate as youth/family space: increase amenity. Provide activities such as basketball, pump track, whānau gathering spaces, play. Link to kura
 - Improve cycle connection through park to link township to cycle trail
 - Improve sports hall: find dedicated funding stream/partner with FNDC to support community in maintenance and upkeep of hall and facilities

- Connect the cycle trail to Moerewa**
- Improve 'environmental edge' to cycle trail: native planting, weed control
 - Improve and open up cycle trail edge to provide views and visibility into Moerewa
 - Create 'Kōrero' Trail: storytelling signage telling story of Moerewa
 - Create using cycle trail fencing/boundary for art installations by school children and community members

Legend: Tool Kit Themes

Journey

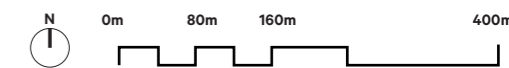
- Roading, safety and speed management
- Directions and signposting
- Thresholds and gateways
- Road maintenance and improvements

Landscape

- Environment and ecology
- Cycling and trails
- Markers, artwork and wayfinding
- Access to water
- Ease of pedestrian movement

Destination

- Play, sports and events
- Visitor facilities
- Experience, identity, community and business
- Information and rest stops
- Gathering Places




Northland Townships
Moerewa Focus Area Map

Note: This plan is based on workshop one outcomes and was tested in workshop two.

Create.

The SWOT summary overlays (strengths, weaknesses, opportunities and threats) shown here capture the potential projects and interventions by theme, and identify how the SWOT analysis could be addressed through specific and tangible solutions.


For workshop 2, the SWOT cards were grouped by theme, with a trace overlay to start to identify potential improvements and projects. These projects and interventions are captured and spatially located on the Focus Area Map, and annotated by 'toolkit themes'. The Focus Area Map is produced as an 'interim plan' to test against the vision and key concepts (key moves plan), and ensure alignment between core projects and objectives. This interim step builds consensus on project priorities and informs the final Township Improvement Plans.



Landscape.

Theme: Destination/Landscape		Moerewa																																	
<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">S</td><td style="background-color: #9E9E9E;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #9E9E9E;">S</td><td style="background-color: #4CAF50;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50;">S</td><td style="background-color: #9E9E9E;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #9E9E9E;">S</td><td style="background-color: #4CAF50;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
Destination																																			
<p>Identity.</p> <ul style="list-style-type: none"> • Create spaces of identity, the 'real' Moerewa/Otiria, the watering holes are where Moerewa began • Change stigma and celebrate youth - places of community • Marae places safe, accessible and connected (fix traffic hotspots) • Connect the bike link to celebrate Moerewa - for visitors and community 																																			
Landscape																																			
<ul style="list-style-type: none"> • Local knowledge/history and presence in the area • Continue to invoice and support community in the create and shape their identity • A lot of what makes this community strong - they do when they lead--- • They are the landscape • Environmental conditions hold Moerewa back area • Weed and stream infestation - the two rivers are the life blood of this community • Use the strength and knowledge of iwi/hapu instill regeneration in the land and the people • Innovative/composting toilets - local grown initiatives to support growth and environment • Resilience to flooding • Local jobs and opportunities 																																			

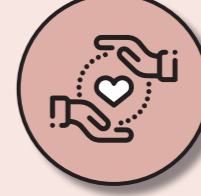
Isthmus. TRANSPORT AGENCY PROVINCIAL GROWTH FUND Twin Coast Discovery Date: 04.11.2019 Job: 4098



Journey.

Theme: Journey/Mainstreet		Moerewa																																	
<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">S</td><td style="background-color: #9E9E9E;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #9E9E9E;">S</td><td style="background-color: #4CAF50;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50;">S</td><td style="background-color: #9E9E9E;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #9E9E9E;">S</td><td style="background-color: #4CAF50;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
Journey																																			
<ul style="list-style-type: none"> • Connect and mark <ul style="list-style-type: none"> • Most of Northland goes through Moerewa • Celebrate with positive message • Support Infrastructure that connects Moerewa <ul style="list-style-type: none"> • Rail opportunity • Bus pass options • Improve signage and 'markers' - identify and locate the real Moerewa 																																			
Mainstreet/Civic Heart																																			
<ul style="list-style-type: none"> • Beautification of the main street and creative energy/tidy and improve for people <ul style="list-style-type: none"> • Support local initiative • Innovation hub • Shared space • Basic maintenance 																																			

Isthmus. TRANSPORT AGENCY PROVINCIAL GROWTH FUND Twin Coast Discovery Date: 04.11.2019 Job: 4098



Destination.

Theme: Destination/Landscape		Moerewa																																	
<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50; color: white;">S</td><td style="background-color: #9E9E9E;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #9E9E9E;">S</td><td style="background-color: #4CAF50;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #4CAF50;">S</td><td style="background-color: #9E9E9E;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats	<table border="1" style="width: 50%; border-collapse: collapse;"> <tr><td style="background-color: #9E9E9E;">S</td><td style="background-color: #4CAF50;">W</td></tr> <tr><td style="font-size: 8px;">Strengths</td><td style="font-size: 8px;">Weaknesses</td></tr> <tr><td style="background-color: #FFC107;">O</td><td style="background-color: #F44336;">T</td></tr> <tr><td style="font-size: 8px;">Opportunities</td><td style="font-size: 8px;">Threats</td></tr> </table>	S	W	Strengths	Weaknesses	O	T	Opportunities	Threats
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
S	W																																		
Strengths	Weaknesses																																		
O	T																																		
Opportunities	Threats																																		
Destination																																			
<p>Identity.</p> <ul style="list-style-type: none"> • Create spaces of identity, the 'real' Moerewa/Otiria, the watering holes are where Moerewa began • Change stigma and celebrate youth - places of community • Marae places safe, accessible and connected (fix traffic hotspots) • Connect the bike link to celebrate Moerewa - for visitors and community 																																			
Landscape																																			
<ul style="list-style-type: none"> • Local knowledge/history and presence in the area • Continue to invoice and support community in the create and shape their identity • A lot of what makes this community strong - they do when they lead--- • They are the landscape • Environmental conditions hold Moerewa back area • Weed and stream infestation - the two rivers are the life blood of this community • Use the strength and knowledge of iwi/hapu instill regeneration in the land and the people • Innovative/composting toilets - local grown initiatives to support growth and environment • Resilience to flooding • Local jobs and opportunities 																																			

Isthmus. TRANSPORT AGENCY PROVINCIAL GROWTH FUND Twin Coast Discovery Date: 04.11.2019 Job: 4098

Prioritisation Principles.

Improvement project priorities will vary from town to town, and ‘principles’ for prioritisation have been explored through the Enquiry by Design process specifically for Moerewa.

A comprehensive and integrated approach is desirable because this will bring long term, sustainable benefit. However, long term initiatives are often more complex, require investigation, design and specific consultation, and perhaps a detailed business case as well. For this reason, priorities are considered not in terms of ‘importance’ but more so in terms of sequence- i.e. what needs to happen first to enable lasting positive change. All improvement projects have already been identified and filtered through the Enquiry by Design process for importance and relevance, and therefore the rationale for prioritisation is primarily intended to influence the proposed timeframes for delivery. The general prioritisation principles for all towns are to :

- promote ‘mutual benefit’ for visitors and community by applying the kaupapa of welcome/farewell, mana, manaakitanga and taurimatanga, and
- act as a **catalyst** for change and spark innovation that connects with place and identity, and/or
- carry **momentum** to grow existing initiatives, and/or
- change or improve the **function** of public infrastructure.

The priorities for Moerewa have emerged through a ‘card sort’ activity, linking core values and desirable outcomes to timeline and sequence. Broadly speaking, the Moerewa community can see the value of slowing traffic to support pedestrian activity in the mainstreet, focusing on the natural environment and restoring the awa trails, and improving destination gathering spaces with a distinctive point of difference. The Moerewa community have tried many different interventions, community initiatives and placemaking schemes over the past 20 years. Learnings from things that have succeeded and failed will create more robust solutions in the future. Catalysts that change perceptions and improve the function and attractiveness of the town will gain the most traction. This means a boost or seed development that will enable the community to support themselves, and therefore enable manaakitanga, to welcome and support visitors. In principle, early or short term improvement projects would enable longer term environmental gains, and prioritization principles would contribute to:

- **Landscape: Environmental initiatives that restore local ecology, habitat and access to the awa-** particularly as a source of pride, stories and opportunity for connection to the Twin Coast Cycle Trail which is well used by the community.
- **Journey: Speed management and safety improvements-** are top of the list, and need to be prioritised in order to support place function and identity within the township.
- **Destination: Gathering spaces-** especially those that serve the community, provide play and entertainment, and build social cohesion. This will then help support other facilities for visitors.

These priorities suggest that the themes of journey, landscape and destination and the types of improvement projects associated with them- would run in parallel, with an emphasis on projects that promote community cohesion. The top three overall priorities in order are:

1. Rooding, safety and speed management
2. Environment and ecology
3. Gathering places

Priority locations include:

1. Planting, management and restoration of the Ōtiria and Waiharakeke Streams and uplift of Te Rere I Tiria and Tuna Town.
2. SH 1 slowing speeds through the Township, and along Ōtiria Road.

Prioritisation Rationale

(as identified with each community)

Moerewa

Group 1

Landscape Priorities:

1. Environment and ecology
2. Gathering amenities
3. Access to the water
4. Ease of pedestrian movement
5. Cycling and trails
6. Markers, artwork and wayfinding

Journey Priorities:

1. Rooding, safety and speed management
2. Road maintenance and improvements
3. Directions and signposting
4. Thresholds and gateways

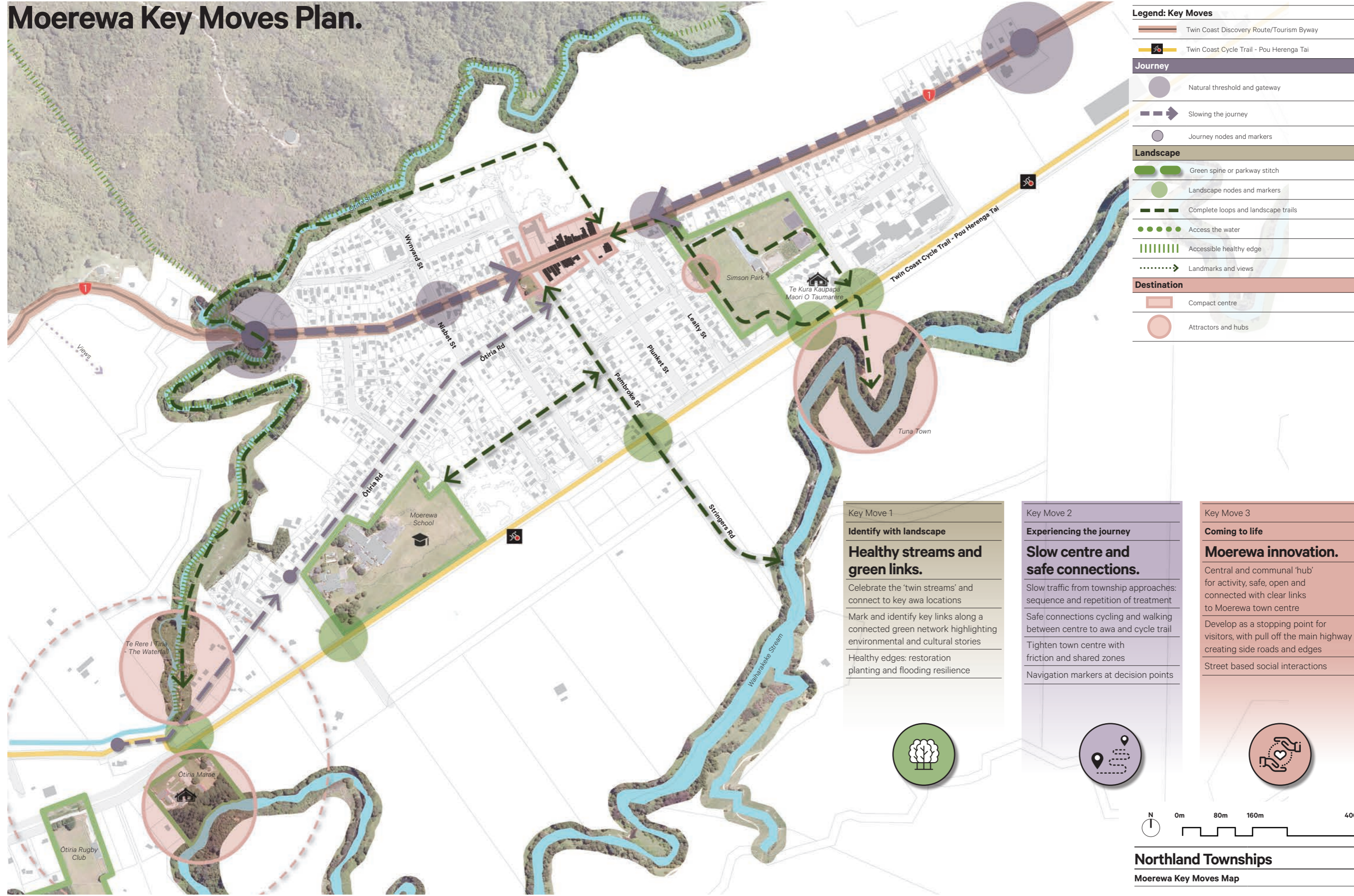
Destination Priorities:

1. Gathering places
2. Play, sports and events
3. Information and rest stops
4. Experience, identity, community and business
5. Visitor facilities

Top Three Priorities:

1. Rooding, safety and speed management
2. Environment and ecology
3. Gathering places

Moerewa Key Moves Plan.



Legend: Key Moves

- Twin Coast Discovery Route/Tourism Byway
- Twin Coast Cycle Trail - Pou Herenga Tai

Journey

- Natural threshold and gateway
- Slowing the journey
- Journey nodes and markers

Landscape

- Green spine or parkway stitch
- Landscape nodes and markers
- Complete loops and landscape trails
- Access the water
- Accessible healthy edge
- Landmarks and views

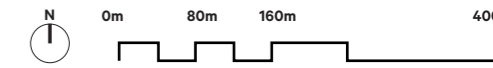
Destination

- Compact centre
- Attractors and hubs

Key Move 1
Identify with landscape
Healthy streams and green links.
Celebrate the 'twin streams' and connect to key awa locations
Mark and identify key links along a connected green network highlighting environmental and cultural stories
Healthy edges: restoration planting and flooding resilience

Key Move 2
Experiencing the journey
Slow centre and safe connections.
Slow traffic from township approaches: sequence and repetition of treatment
Safe connections cycling and walking between centre to awa and cycle trail
Tighten town centre with friction and shared zones
Navigation markers at decision points

Key Move 3
Coming to life
Moerewa innovation.
Central and communal 'hub' for activity, safe, open and connected with clear links to Moerewa town centre
Develop as a stopping point for visitors, with pull off the main highway creating side roads and edges
Street based social interactions







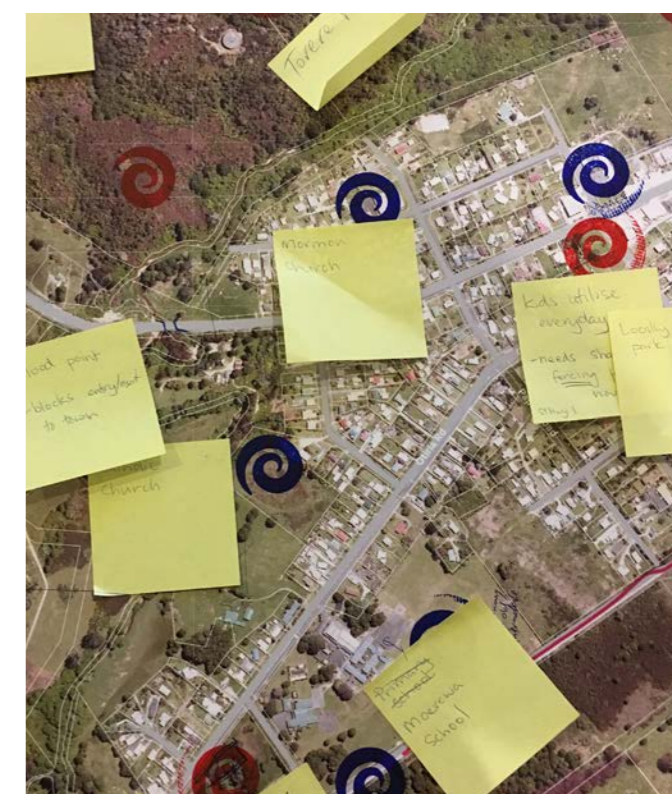
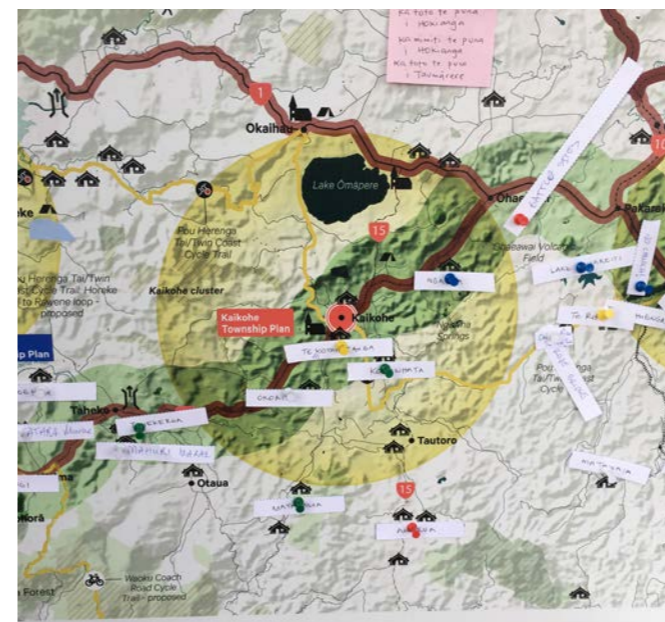
4. Kaupapa. Improvement Plans.



Overarching Themes. Journey Scale.

Broad Overarching Themes.

There are some broad overarching themes that are common to Northland townships, and some that are common to townships sharing the same geographical area and transport networks. These themes have been highlighted and reinforced through the 'Enquiry by Design' process, and give us further clues to the problems and opportunities for Moerewa that might be addressed at different scales. All of these themes need to be considered holistically in order to achieve regenerative and sustainable outcomes for Moerewa that contribute to self-sufficiency and wellbeing.



Overarching Themes. Journey Scale.

Economic	
Problems and risks	Opportunities
<p>For Northland, destination appeal is concentrated in a few locations and diminished for areas outside of those key tourist locations. Seasonal flux in the visitor industry is a real challenge, and is more pronounced in Northland outside peak periods than other regions- resulting in lost economic opportunity. Job opportunities in the off-peak season are low, and it can be difficult for businesses to stay afloat in the winter. Re-investment in privately owned buildings and infrastructure is limited and results in a tired appearance that suggests lack of pride and care. Absentee landlords contribute to the empty shops and lack of maintenance investment, and this is amplified by a low ratepayer base and lack of funding for repairing and improving public amenity and infrastructure. It is difficult to start a new business, in part due to regulatory barriers, complexity and cost. Digital connectivity is sporadic and limits the amount of 'spontaneous' trip planning that might lead to more enriched experiences in each town.</p>	<p>Because of its mild climate, Northland is often referred to as the 'Winterless North', suggesting that this should not be the main reason why tourism cannot survive with year round activities and attractions. Locals perceive the 'west' of Northland as a wild, authentic and immersive place, where, spiritually and culturally immersive opportunities abound. Health and wellness retreats could entice visitors into an experience of the 'true north'</p> <p>The branded 'Northland Journey' visitor maps produced by Northland Inc start to look at the landscape and place-based opportunities of geographic catchments. These rely on an integrated approach to environmental restoration, landscape and cultural values being supported and promoted. Small businesses need regulatory support and promotion, simplification of rules and the assistance of a 'navigator' or 'broker' to gain confidence and unlock innovative business ideas. This can also assist with built heritage advice for re-purposing heritage buildings to ensure their long term survival, and attracting micro-businesses and 'tribes' of interest around things like galleries and bike shops. Acquisition and divestment, and depreciation of council assets could fund better communal investments in the interest of community growth.</p>

Environmental	
Problems and risks	Opportunities
<p>Deforestation, agriculture, historic sawmills and non-sustainable industry practice has led to widespread environmental degradation in Northland. Siltation and pollution of the harbours and waterways is a significant issue, and aging or absent wastewater infrastructure compounds this issue in the townships. At the same time, climate change, flooding and sea-level rise contribute to resilience issues with frequent road closures and infrastructural damage. Kauri dieback is an example of a significant environmental threat that could impact irreversibly on the ecological and cultural values of Northland. It could be worsened by tourism, despite the attraction of Waipoua Forest and Tāne Mahuta and its potential for sustaining economic benefits in the surrounding towns.</p>	<p>Working with Regional Council and Iwi hapū partners by taking an integrated 'whole of catchment' approach to restoring mauri and tourism initiatives founded on sustainable environmental principles is the key to unlocking economic potential in the Townships themselves. Mauri flows between townships, it does not stop at the edges. The process of returning to the land and the water is restorative for connected communities and an opportunity for education and employment, as well as being an interactive learning opportunity for visitors. Controlled tourism can educate people about our national taonga, such as the Te Roroa ambassadors in the Waipoua Forest who work with DOC to control kauri dieback. A proactive approach to climate change that engages communities might mean more access to the water or 'letting the water in' as a way to adapt, rather than retreating and stalling growth. The opportunity of awa, wetlands and coastal edge projects to uplift environment and connect community will also lever bigger opportunities for enriched visitor experiences.</p>

Social	
Problems and risks	Opportunities
<p>The demographic has been shifting in Northland for some time, with aging populations and the 'urbanisation' of young people moving to the city for education and employment. This has a devastating impact on isolated communities which thrive on volunteerism and whānau support. Affordable housing, reliable rentals, and seasonal workers accommodation are hard to come by, and usually below acceptable standards. Northland residents travel long distances almost exclusively by private vehicle, and there are relatively few alternative routes that avoid sharing the road with heavy freight – particularly logging trucks. Reliable public transport is needed for Northlanders who travel a lot for services, shopping, work, health and education, but it is hard to make this work commercially without subsidies and community shuttles are too infrequent. Streets and public spaces are often severed by busy roads and fast moving traffic, making it difficult to socialise on the street and walk or cycle easily. Elderly and youth are the most vulnerable and disadvantaged.</p>	<p>Social enterprises for youth employment and education pathways have been successful in places like Kaikohe and Kawakawa, and this model could expand and grow. Positive 'good news' stories in each town would go a long way toward self-fulfilling uplift – particularly about home-grown innovations and social enterprise. A wānanga learning environment associated with papakāinga would also help retain youth taught immersively with both modern and traditional māori cultural values. Locals and 'wider community' could support small businesses and eateries if there were more transportation options and in some cases 'mobility services' could travel between communities. Play and learning environments with digital connectivity and wi-fi hotspots increase social interactions and information exchange between visitors, locals and communities of interest, and provide something for people of all ages. Traffic calming and speed management is chicken and egg- street activation and the built environment help people pay attention to speed warnings and create a reason to slow down, whereas people will feel safer occupying the street when there are less traffic challenges. In reality both are needed.</p>

Cultural	
Problems and risks	Opportunities
<p>Many visitors are seeking an immersive and authentic experience, but the full richness of these places is not readily available and remains untapped potential in Northland. However the presence of many marae and churches side-by-side in the landscape evokes genuine curiosity. The sites of first encounter between māori and pakeha hold complex and multi-layered stories. Today, many māori communities do not have the time and resource to engage with their communities beyond their papakāinga and marae, but still practice manaakitanga as part of their tikanga. Heritage is both a risk and an opportunity- signage clutter and cumulative impacts can impact on the authenticity of a heritage structure or area.</p>	<p>There is significant potential for hapū to host manuhiri (visitors) on marae in their rohe. For example Te Rito Marae in Moerewa is providing a hospitality pilot for the Pou Herenga Tai Twin Coast Cycle Trail. Iwi hapū and whanau owned businesses have potential to provide an authentic and immersive cultural experience, in a way that creates a new precedent for sustainable business models in Northland. There is opportunity for visible expression of mana whenua stories, heritage and art with signage in te reo, and colours and markers that connect journeys, landmarks and approaches to townships. Incorporate apps like 'Arataki' as a storytelling platform to access cultural information in the outdoors. Uncovering 'story gems' about early settlements could be through involvement of a local historian for story boarding, interpretation panels and digital mapping. Colour and texture has significant potential to transform towns and tell stories through colour palettes that connect to the landscape and history of a place- starting with painting landmark structures, and repurposing heritage buildings.</p>

Summary	
Problems and risks	Opportunities
<ul style="list-style-type: none"> A historic lack of investment makes Northland look tired. Visitors often bypass towns that don't look inviting or cared for. Travel is largely by private vehicle on roads dominated by trucks. Jobs are predominantly seasonal. Environmental degradation is widespread. Cycle trails and water based transport are not well connected to the towns. Speeding through towns is a widespread issue. 	<p>BIG IDEAS FOR NORTHLAND: Some of the most impactful ideas that are the 'best fit' for the transformation of Northland towns are both small easy wins and significant collective efforts. Big and small interventions can enable towns to become more attractive to visitors and healthier for locals.</p> <p>IDENTIFY WITH LANDSCAPE:</p> <ul style="list-style-type: none"> The inhabitable map- mark the landscape, signal landmarks and town approaches with pou, tell local stories. Connect cycle and water based trails to the towns to pull people in, and conversely also send people out to the landscape for healthy recreation. Repeatable and recognisable parkway 'stitch'- follow the coloured line. Re-naturalise some of the protected edges as a response to resilience and climate change issues. Restore whenua (land) and wai (water) to support healthy communities and sustainable tourism. Place-based colour palettes. Spruce up Northland! <p>EXPERIENCING THE JOURNEY</p> <ul style="list-style-type: none"> Diversify transport modes and separate the users (freight on rail and water, cyclists on trails, and public transport mobility for all) Facilitate more resilient business models and 'pop up' mobility services (where the service travels not the person) Roundabouts, raised zebras and road markings can go a long way toward slowing down towns on State Highways. <p>COMING TO LIFE AS A DESTINATION</p> <ul style="list-style-type: none"> More 'places become bases' for core free family experiences in the outdoors –loop trails and great walks, exploring and adventures, water access. Leverage the collective potential of townships to 'change the rulebook' and become more self-sufficient. Build innovation hubs for new ways of doing things-e.g, housing models, learning experiences, co-located micro-businesses Lots of small things add up to big things- trails between towns can be invisible, i.e. festivals, events, and packaged tours.

Overarching Themes. Cluster Scale.

Kawakawa/Moerewa ‘Cluster’ Scale.

The volcanic landscape of central Northland comprises a grouping of landforms that are distinctive landmark features in the landscape. A whakataukī of prominent land marks metaphorically describes the sacred house of Ngāpuhi, by referencing mountains as wall pillars and the earth and sky as the roof and floor. This metaphor is intended to seek unity amongst Māori tribes of Tai Tokerau or Northland. Northland tribes distinguish proudly the ability to claim affinity to both the west and east coast or Te Tai Tama-tāne and Te Tai Tama-wāhine, respectively. The volcanic plateau is highly valued for the geothermal activity at Ngāwha Springs and the rich soils that enable food production, associated with the Ōhaeawai Volcanic Field between Kaikohe and Moerewa. This area is also known as the food basket of the north and it was an important growing area for gardens that supported Iwi and hapū.

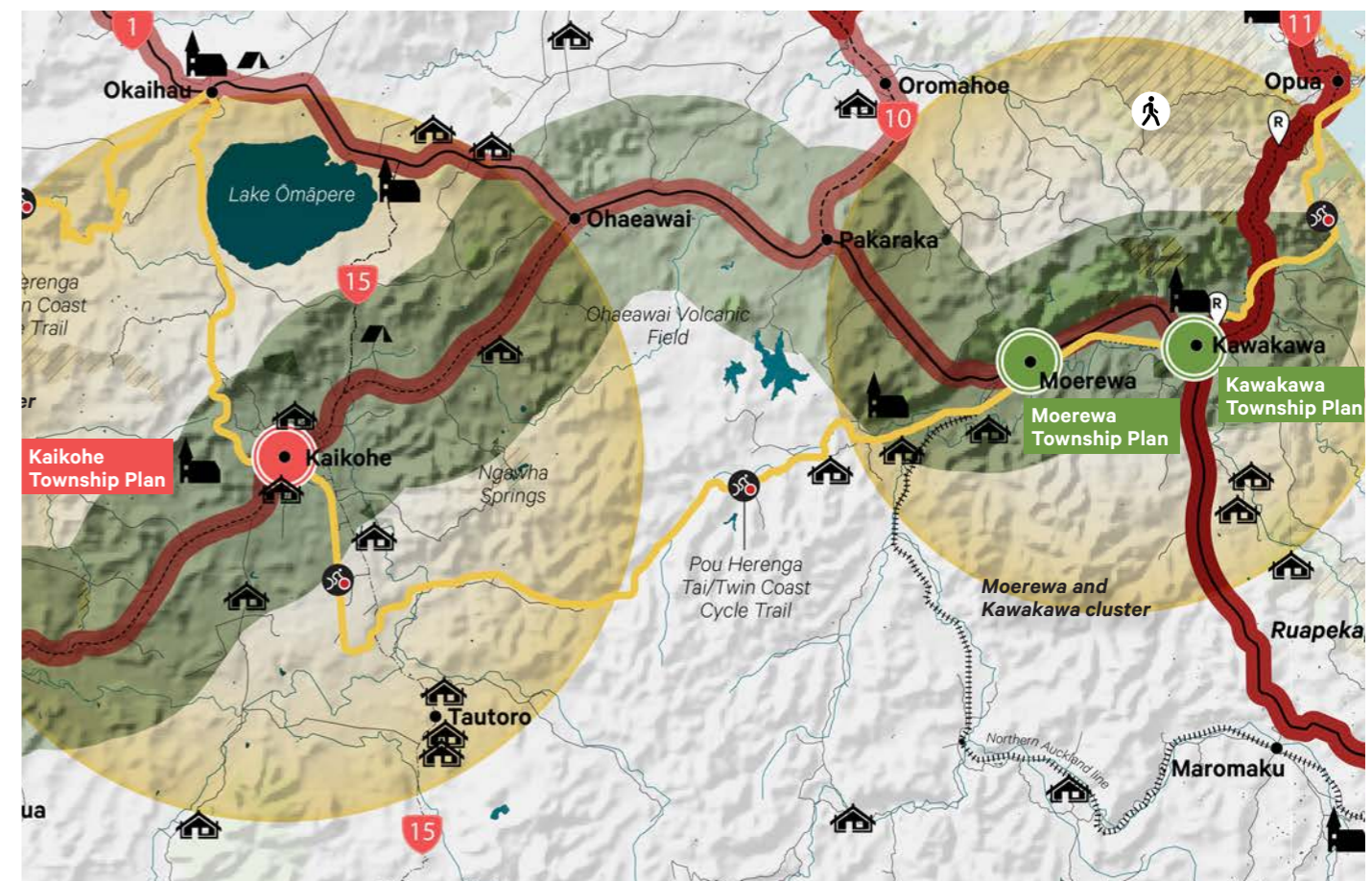
The townships clustered on the ‘Tourism Byway’ in the heart of Ngāpuhi and Ngāti Hine rohe that interact with Pou Herenga Tai, Northlands Twin Coast Cycle Trail present some similar problems and opportunities. Kaikohe, Moerewa and Kawakawa have the potential to better support and enrich the journey experience of the cycle trail with Ngāpuhi and Ngāti Hine stories, services and attractions. The potential for significant volumes of heavy freight to move to a rail alternative could be a game changer for these towns, and investing in the railway will measurably contribute to the Government’s land transport policy objectives for improving transport access and safety, improved modal choice and reduced negative effects of land transport (reductions in traffic congestion, crash risk, greenhouse gas emissions, and road maintenance- refer to the Ministry of Transport NAL Business Case). At the same time the services and community networks between these towns could be strengthened by improvements to multi-modal transport systems (i.e. the tourism byway, rail and the cycle trail). Housing, education and employment problems could be addressed collectively across these towns if supported by growth policy and infrastructure investment. The Twin Coast Cycle Trail provides significant latent potential for mutual benefit and uplift- contributing to both visitor industry and community recreation and wellbeing.

IDENTIFY WITH THE LANDSCAPE (ENVIRONMENTAL CONSIDERATIONS)	
Problems and risks	Opportunities
There is a risk that the mana of Ngāti Hine is not upheld because of a disconnect between the town, the people and the environment. The economy and the wellbeing of the people is inter-connected with the mauri of the whenua and the awa.	Catchment wide partnership to uplift mauri- healthy waterways and wetland, water quality, habitat and resilience, with mātauranga māori guidance and perspective. Riparian planting could involve community and schools, and restoration could stimulate social procurement and local employment contracts.
Visitors don't understand or connect with the wider landscape and stories of Ngāti Hine, and are not encouraged to stop and engage, or behave appropriately. This can lead to negative impacts rather than positive tourism benefits.	Lifting up the language, stories, art and identity of Ngāti Hine will restore mana, and commission local people to contribute or research local history, stories and cultural narratives. These could be for information signage, markers, murals, colour schemes, artwork and digital storytelling. Co-design and placemaking could embed identity in the built environment. Support hapū to develop authentic cultural tourism opportunities that deepen awareness of tikanga and mātauranga māori, and practice whānaungatanga and manaakitanga.
The Twin Coast Cycle Trail is generally disconnected from the towns, or there is conflict between the Cycle Trail and other transport modes through the town. Wayfinding is difficult and the connections are uninviting. This is a missed opportunity for visitors to stop, and a safety issue for locals and visitors using the cycleway.	Building cycle-related attractions along the Cycle Trail such as informal pump tracks and skill/ balance trails provides playful interest for families, along with more rest and picnic stops along the cycle trail. Extension of the Cycle Trail into 'local loops' that build on local attractions and history in the towns - creates more of a reason to stay longer or not miss sections of the cycleway. Local loops also benefit the community.
There is not enough variety and choice for visitor accommodation, and visitors are unlikely to stay.	Freedom camping is a good way to bring people in to start their cycling adventure, cycle in either direction or use the town as a base for day trips. It provides an affordable option to offset visitor spend in the town.

Overarching Themes. Cluster Scale.

EXPERIENCING THE JOURNEY (ROADING INFRASTRUCTURE)	
Problems and risks	Opportunities
The impact of peak season holiday traffic varies from town to town. Alternative routes for dispersal of traffic congestion are not always available or feasible, and tourism traffic through towns is desirable for businesses.	Stopping places and rest areas should ideally benefit the towns. Directions to parking and rest areas, and walking routes to shops can help relieve pressure on the mainstreet.
The impact of heavy freight vehicles varies from town to town, but generally disrupts safe pedestrian and cycle movement across the highway/ byway. A bypass is not always feasible or desirable, especially where this may impact on residential and school areas, and truck stops are generally desirable for business and trade.	If a heavy freight rail alternative was pursued (subject to Government review of freight logistics in Northland and Ministry of Transport review of freight movement to Northport via rail), it would take a significant volume of heavy vehicles off the roads and reduce conflicts and safety issues through the towns- particularly Moerewa and Kawakawa. Intermodal terminals that would be developed to service the rail network, would also generate modest employment uplift in strategic points around the North Auckland Line such as Otiria-Moerewa.
High vehicle speeds through towns on State Highways and Byways	Slowing all vehicles through towns is necessary for a modal priority shift that favours cyclists and pedestrians. People out of their cars and walking or cycling through towns will benefit local businesses.

COMING TO LIFE AS A DESTINATION (PUBLIC AND COMMUNAL SPACE AND BUSINESSES)	
Problems and risks	Opportunities
Kawakawa is close to Moerewa, and provides most of the services that visitors need. Visitors are more likely to stop in Kawakawa or Kaikohe as the bigger service towns with more diverse offerings.	Considering towns as a 'cluster' when planning services enables consideration for complementary rather than competing offerings, or possibly reinforcement of an attraction in multiple locations (like an art gallery trail). There is an opportunity to build on the attractions that make locals stop, and make that attractive to visitors too- such as regular markets and convenience stalls.
There is a lack of accommodation and housing for families and a growing population in Kawakawa, whereas Moerewa is not identified as a growth area.	Moerewa is only a 5 minute drive or 20 minute cycle to Kawakawa. Some locals cycle or run the Cycle Trail to Kawakawa for work. Housing shortages in Kawakawa could be met by building in Moerewa. Lack of infrastructure is a limitation (e.g. connected wastewater services) but also a potential investment opportunity.
Industrial landuse utilising geothermal energy (such as the proposed Business Innovation Park near Ngāwha) could provide local employment, but economic benefit should not compromise landscape values, social wellbeing and tourism opportunities.	Some industrial landuse would be logical near reactivated heavy freight rail terminals, but the economic benefits for the community would need to outweigh the potential impacts- such as the Otiria-Moerewa terminal in close proximity to Otiria marae.
There are not enough safe and inclusive youth spaces.	Outdoor spaces should be busy, vibrant, well-lit and visible with active uses and whānau gathering spaces. Safe youth spaces could also include the library or an indoor community space, have wi-fi, and be mixed/ inter-generational spaces/ hubs in the town centre.



Overarching Themes. Township Scale.

Moerewa Big Ideas and Themes

Moerewa is a small town servicing a comparatively larger population of approximately 1430 people that encompasses the surrounding rural areas of Ōtiria, Kawiti, Pokapū, Tuhipa, and Ngāpipito. The twin streams – Ōtiria Stream and Waiharakeke Stream frame the edges of the town, with a backdrop of forested ranges. Moerewa is only a 5 minute car ride, or 20 minute cycle ride eastward to Kawakawa. It is at the heart of Ngāti Hine rohe, and was formerly known as Waipuna. The AFFCO meat factory and forestry are the two main sources of employment in the area.

Community life is largely centred on the local Marae- with Ōtiria Marae and Te Rito Marae being the closest to the Moerewa township, the schools- Moerewa School and Te Kura Kaupapa Māori o Taumārere, and the rugby grounds at Simson Park. Community leaders want to see tangible and lasting positive change for Moerewa. Their journey started in 1998 with placemaking initiatives to improve the mainstreet, followed by a masterplanning process in 2011- 2002, and a Community Development Plan.

The town is impacted by heavy freight vehicles (primarily logging trucks) and vehicle speeds on ‘the long straight’ through town. It also suffers from a lack of investment in core infrastructure. The land is low-lying and flood prone, and new development has limitations. Despite social stigmas associated with the appearance of the mainstreet and historic lack of investment, the real Moerewa is revealed in the beauty of the landscape and the awa. The wairua of Moerewa could be revealed by connection to Pou Herenga Tai- the Twin Coast Cycle Trail.

IDENTIFY WITH THE LANDSCAPE (ENVIRONMENTAL CONSIDERATIONS)

Problems/risks	Opportunities
Moerewa does not have a distinct destination offering or attraction- for visitors or hapū/whānau.	Moerewa could become known for active sport and outdoor recreation, and become the hub or destination for - mountain biking, fitness and gym, and adventure sport. This could promote healthy lifestyles, tourism packages, events and weekend adventures. There could be hapū and commercial partnerships for mountain bike trails and adventure sport within wider forestry areas.
The real Moerewa is hidden and under-valued.	There are hidden natural gems that are precious as local knowledge- like Tuna Town- the local swimming hole, and the local waterfall. With the principles of kaitiakitanga and manaakitanga, Moerewa's streams and natural landscape could be promoted and better connected with the town and Twin Coast Cycle Route. This would reveal the ‘real’ Moerewa, as the awa and outstanding natural landscape.
Visitors do not respect or care for Moerewa because they don't understand or connect with the wider landscape and stories of Ngāpuhi and Ngāti Hine. They don't see a reason to stop.	Lifting up the language, stories, art and identity of Ngāpuhi and Ngāti Hine. Enabling local people to work on local history and cultural narratives for information signage, markers and digital storytelling. Co-design to embed identity in the built environment. Develop authentic cultural tourism opportunities to deepen awareness of tikanga and mātauranga māori, and practice whānaungatanga and manaakitanga.

EXPERIENCING THE JOURNEY (ROADING INFRASTRUCTURE)

Problems/risks	Opportunities
Speed issues are hard to manage with long, straight, wide flat roads that do not have enough ‘urban friction’. The built environment and street activation provide a reason for people to slow down, but development is inhibited by infrastructure and economy.	A sequence of speed reduction thresholds, including roundabouts, could be supported long term by built form and urban friction along the north east edge of the State Highway (currently undeveloped private land), and through the mainstreet.
The North Auckland Line (NAL) Business Case for resurrecting rail could have both positive and negative effects on Moerewa. It could take logging trucks out of the mainstreet and support local employment, but detailed proposals are as yet unknown and may not progress.	Pre-determining the likelihood of resurrecting rail in Moerewa would help with zoning, planning and policy considerations. Economic growth could stem from rail, and service routes to the rail terminal could be planned to avoid schools and residential areas.
Moerewa does not have enough reasons to stop, or places to stop safely	Moerewa is a quick local stop, providing fuel and supplies, a meeting point, and side of the road stalls for fruit and vegetables for the people of the wider Tai Tokerau region passing through before SH1 and SH10 junction, particularly at times when Kawakawa is busy. This could become more of a feature and attraction for Moerewa- productive gardens, produce markets and roadside stalls, with provision for attractive and safe pullover and rest areas.

Overarching Themes. Township Scale.

COMING TO LIFE AS A DESTINATION (PUBLIC AND COMMUNAL SPACE AND BUSINESSES)

Problems/risks

Moerewa does not have a distinct destination offering, and a catalyst is needed to improve the built environment in the mainstreet.

Social stigmas are deeply ingrained, but spirit and energy is alive in Moerewa. Placemaking and tactical interventions have been attempted in the past, but something more is needed to change the course of the future.

There is untapped potential for authentic visitor experiences, but this must be on local terms. What is the community willing to lead and own?

The impact of the State Highway is significant in Moerewa. How could the town still gain the benefit of traffic passing by the front door, while changing the dynamic of the town/

Local business initiatives are hard to start and hard to sustain. Nothing sticks.

There are infrastructure limitations for development- e.g. flood prone land, lack of connected stormwater/ wastewater systems

Opportunities

Moerewa could become known for active sport and become the hub for mountain biking, fitness and gym, and adventure sport. There could be a community, hapū and commercial partnership for a new recreation/ gym/ youth facility (potentially co-located with accommodation) as a catalyst for the township, and a base for outdoor adventure tours.

Moerewa has a personal scale that could be retained and controlled as part of its personality. This is made up of tangible and intangible components such as built form and scale, informality, familiarity and sense of community.

Develop authentic cultural tourism opportunities to deepen awareness of tikanga and mātauranga māori, and practice whānaungatanga and manaakitanga. Marae hosting and hospitality could become a strong opportunity for Moerewa, building on the Te Rito Marae hospitality trial and learnings.

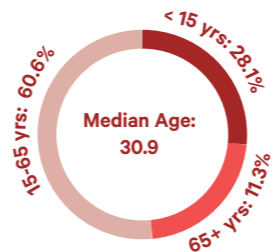
Grow the town in a different direction over time, and seed development to get it going. Give it a corner presence with a two story landmark building and grow around the corner toward Ōtiria to give the town depth and outlook to the park and Cycle Trail connections. A recreation/ gym, social innovation hub or a 'micro-business' hub perpendicular to the State highway with a walkable environment could help change perceptions about Moerewa as a destination.

A social innovation hub could support young people returning home. It would be digitally connected and support co-working space. Social enterprise could extend from Kawakawa, e.g. Tukau. Multiplying pop-ups, extending existing businesses, and starting with temporary mobility services will get the ball rolling. Tukau is a big success story because it is authentic and homegrown.

Housing innovation could be a game changer for Moerewa. A new sustainable development model for affordable housing that works with the environment. Investment in infrastructure to support a 'demonstration village' would have far reaching benefits.

Demographics

1431 Population



Ethnic Groups*

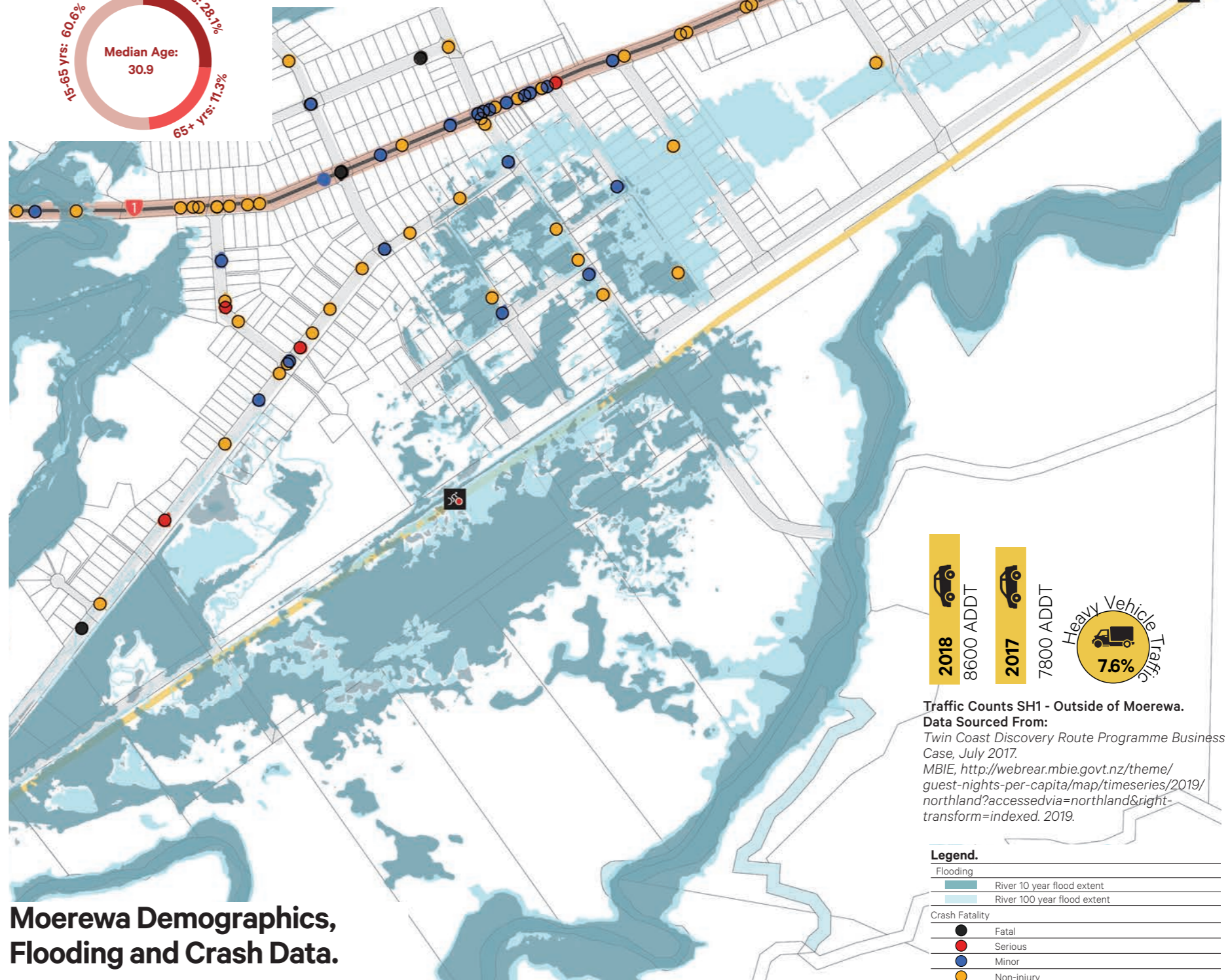
88.3 %	Māori
24.2 %	European
5.4 %	Pacific Peoples
0.8 %	Asian
0.3 %	Middle Eastern, Latin American, African
0.3 %	Other Ethnicity

*Reported as counted. Percentages do not add to 100

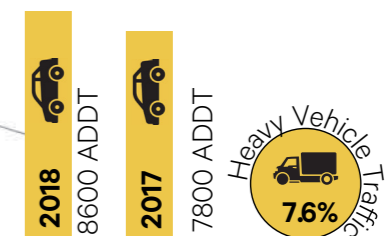
Sourced from Stats NZ - 2013 Census Data

Flooding data sourced from NRC - Natural Hazards Map

Crash data sourced from NZTA - 2019 Crash Analysis System



Moerewa Demographics, Flooding and Crash Data.

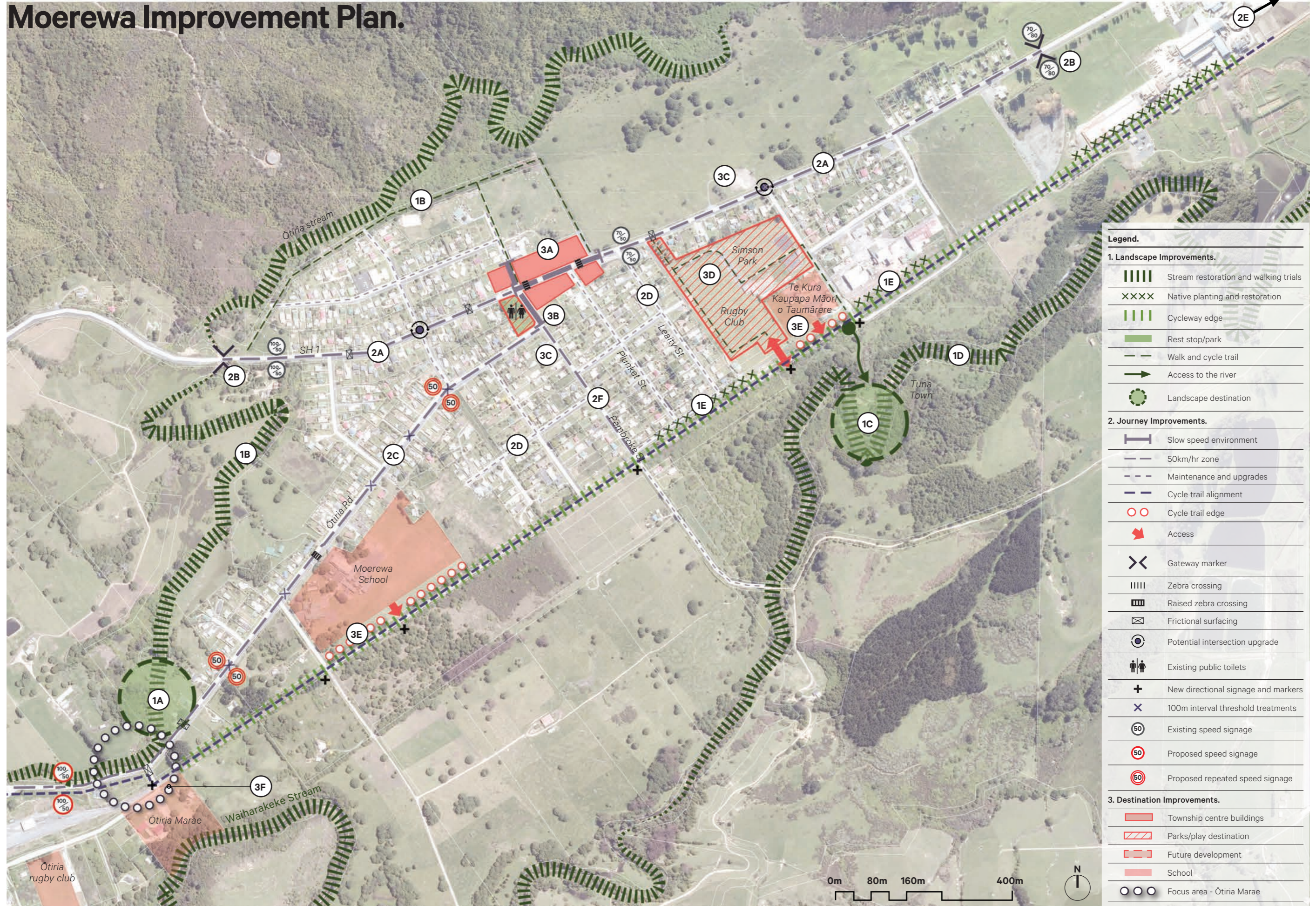


Traffic Counts SH1 - Outside of Moerewa.
Data Sourced From:
Twin Coast Discovery Route Programme Business Case, July 2017.
MBIE, <http://webprod.mbie.govt.nz/theme/guest-nights-per-capita/map/timeseries/2019/northland?accessedvia=northland&right-transform=indexed>. 2019.

Legend.

Flooding	
	River 10 year flood extent
	River 100 year flood extent
Crash Fatality	
	Fatal
	Serious
	Minor
	Non-injury

Moerewa Improvement Plan.



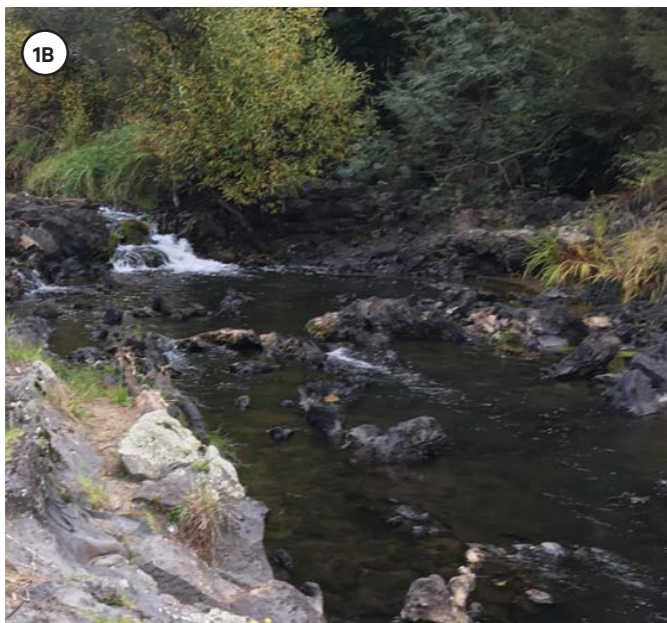
Legend.

1. Landscape Improvements.	
	Stream restoration and walking trails
	Native planting and restoration
	Cycleway edge
	Rest stop/park
	Walk and cycle trail
	Access to the river
	Landscape destination
2. Journey Improvements.	
	Slow speed environment
	50km/hr zone
	Maintenance and upgrades
	Cycle trail alignment
	Cycle trail edge
	Access
	Gateway marker
	Zebra crossing
	Raised zebra crossing
	Frictional surfacing
	Potential intersection upgrade
	Existing public toilets
	New directional signage and markers
	100m interval threshold treatments
	Existing speed signage
	Proposed speed signage
	Proposed repeated speed signage
3. Destination Improvements.	
	Township centre buildings
	Parks/play destination
	Future development
	School
	Focus area - Otiria Marae

Delivery Plan.

Plan reference	Project Type	Project Phase/Timeline Summary	Overall Meeting of Measures, Outcomes and Benefits						
Number	Name		Investigate	Design	Build	Low	Medium	High	
		Landscape Environment and ecology Markers, artwork and wayfinding Ease of pedestrian movement Cycling and trails Access to water Gathering amenities				Investigate	Design	Build	
		Journey Rooding, safety and speed management Thresholds and gateways Directions and signposting Road maintenance and improvements				Investigate	Design	Build	
		Destination Play, sports and events Experience, identity, community and business Gathering Places Visitor facilities Information and rest stops				Investigate	Design	Build	
LANDSCAPE		Short Term (1-3 Years)	Mid Term (3-5 Years)	Long Term (5-10 Years)					
1A	Te Rere I Tiria - improve access and amenity to the waterfall								
1B	Ōtiria Stream trail - access and restoration 'esplanade priority area'								
1C	Tuna Town - improve access and amenity								
1D	Waiharakeke Stream - access and restoration								
1E	Cycle trail edge - tidy and connect to the township								
JOURNEY									
2A	SH1 slowing and managing traffic speeds into the township								
2B	Gateways into town (west and east)								
2C	Ōtiria Road- slowing and managing traffic speed								
2D	Residential streetscapes - improving footpath connections and amenity								
2E	Settlement Road- slowing and managing traffic speed								
2F	Pembroke Cycle Connection improving access to the township								
DESTINATION									
3A	Moerewa township centre streetscape improvements to pedestrian environment								
3B	Moerewa main street re-orientation to focus parking and development off the main road								
3C	Moerewa future development - long-term town centre growth								
3D	Simson Park- improving connections and access through the park								
3E	Moerewa School and Kura Kaupapa Māori o Taumārere - trail edges connecting to the cycleway								
3F	Ōtiria Marae focus area								

Improvement Projects. Reference Images.



Landscape Improvements.	
1A	Te Rere I Tiria - improve access and amenity to the waterfall
1B	Ōtiria Stream trail - access and restoration
1C	Tuna Town - improve access and amenity
1D	Waiharakeke Stream - access and restoration
1E	Cycle trail edge - tidy and connect to the township
1F	Pembroke Cycle Connection improving access to the township

Improvement Projects. Reference Images.



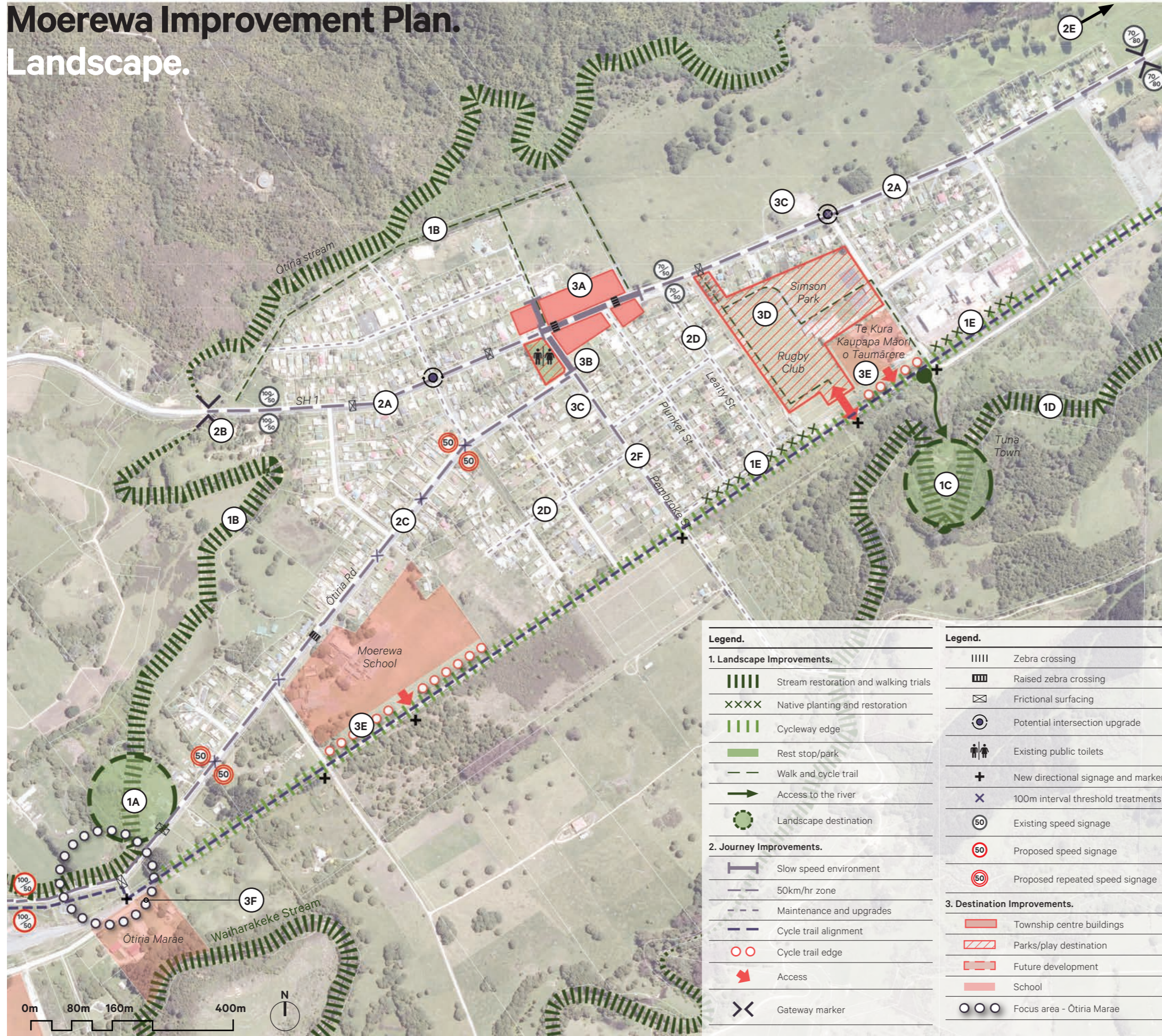
Journey Improvements.

- 2A SH1 slowing and managing traffic speeds into the township
- 2B Gateways into town (west and east)
- 2C Ōtiria Road- slowing and managing traffic speed

Destination Improvements.

- 3A Moerewa township centre streetscape improvements to pedestrian environment
- 3D Simson Park- improving connections and access through the park
- 3F Ōtiria Marae focus area - speed management and connections at the junction

Moerewa Improvement Plan. Landscape.



Plan reference	Vision statement	Key design move
----------------	------------------	-----------------

Number	Name	Vision statement	Key design move
		Experiencing the Journey, Identify with landscape, coming to life	

LANDSCAPE

1A	Te Rere I Tiria - improve access and amenity to the waterfall	Identify with Landscape: Healthy streams and green links	Celebrate the 'twin streams' and connect to key awa locations. Mark and identify key links along a connected green network, highlighting environmental and cultural stories. Healthy edges: restoration planting and flooding resilience.
-----------	---	--	---

1B	Ōtiria Stream trail - access and restoration 'esplanade priority area'	Identify with Landscape: Healthy streams and green links	Celebrate the 'twin streams' and connect to key awa locations. Mark and identify key links along a connected green network, highlighting environmental and cultural stories. Healthy edges: restoration planting and flooding resilience.
-----------	--	--	---

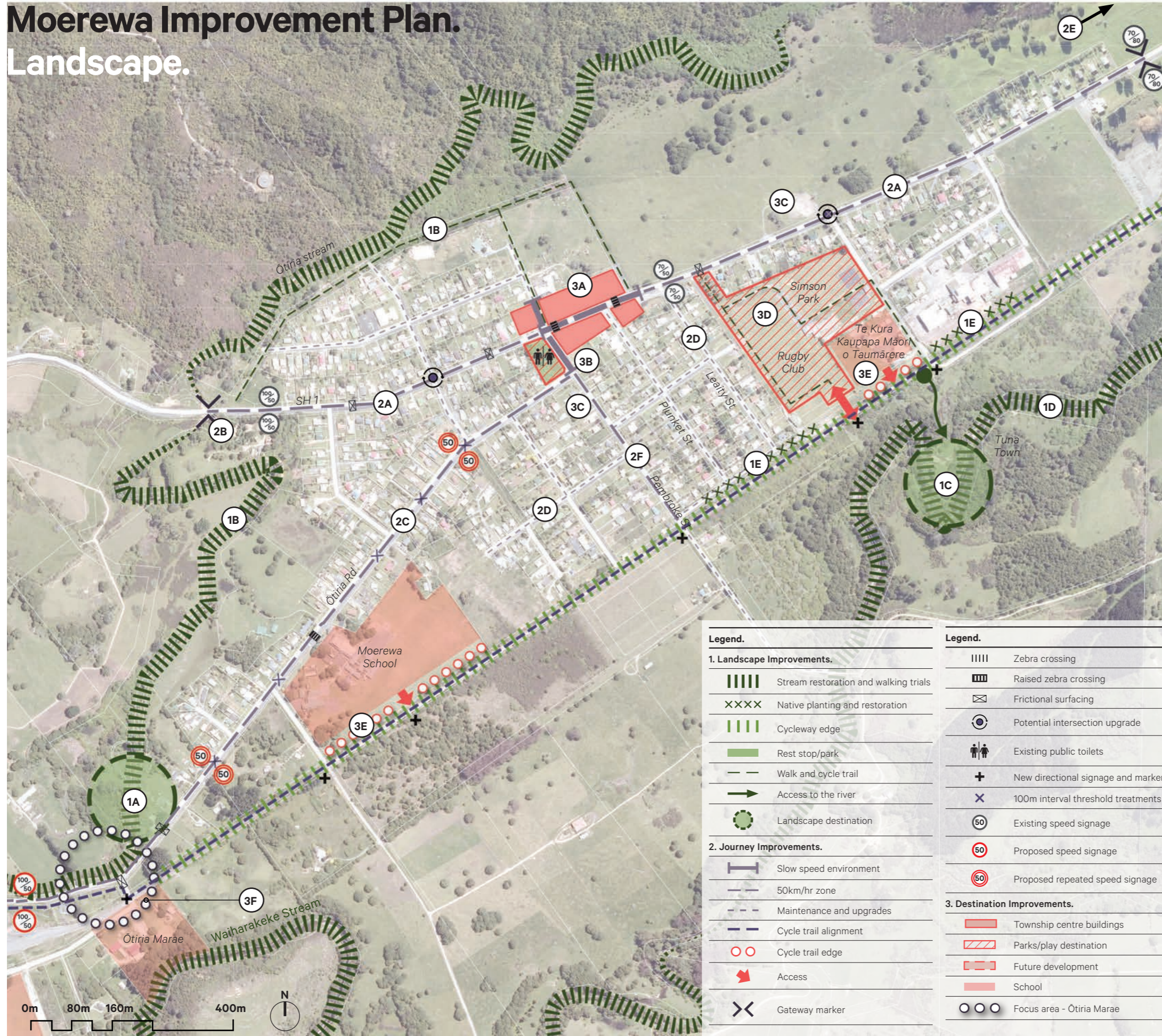
1C	Tuna Town - improve access and amenity	Identify with Landscape: Healthy streams and green links	Celebrate the 'twin streams' and connect to key awa locations. Mark and identify key links along a connected green network, highlighting environmental and cultural stories. Healthy edges: restoration planting and flooding resilience.
-----------	--	--	---

Improvement Plan. Landscape.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe	Key risks		
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years) Mid (3-5 years) Long (5-10 years)			
Landscape: Environment and ecology, access to water, cycling and trails, markers, artwork and wayfinding	Create, improve	Trail connections, green open space, entrance markers	Open up esplanade reserve and formalise access to Te Rere I Tiria from Ōtiria Road and intersection with the Pou Herenga Tai cycle trail. Create entrance markers and wayfinding at cycleway and esplanade reserve entrance, and improve use of public open space at the waterfall with recreation amenity such as seating and clear access. Represent local identity with markers, artwork and interpretation signage.	1B, 1C, 1D, 2C, 3F	Collaborate and design: Open up esplanade entrance and reserve by removing weed species and replanting. Create a formalised trail from Ōtiria Road to the waterfall (boardwalk 50m and trail 50m). Detail design and install Taitamariki (children's) pou as entry markers from Ōtiria Road and the cycleway (x2), leading to the waterfall (approx 3). Coordinate construction of the access off Ōtiria Road with road safety initiatives (Ōtiria Rd 2c), and (Ōtiria Marae focus area 3f). Build and support partnerships with iwi/hapū and local programmes in place for local nursery establishment, and on-going programme and implementation of environmental restoration along Ōtiria Stream.	Collaborate and implement: Improve recreational amenity at the waterfall by installing seating, information signage, walkways and trails. Continue partnership support for ongoing environmental restoration of Ōtiria Stream through to SH1 Bridge (1.1km) and beyond. Establish partnership opportunities for local participation and management of the waterfall area.	Collaborate: Continue to support local partnership initiatives through long-term maintenance and management of the waterfall area. Complete the Ōtiria Stream restoration programme, and walk/trail construction connecting Ōtiria Road to the SH 1 Bridge (1B).	Limited public land access off Ōtiria Road to esplanade reserve. Will require survey and transition design- ie boardwalk type structure involving geotech investigation. Will also require working with adjoining private landowners.
Landscape: Environment and ecology, cycling and trails	Create, improve	Trail, environmental restoration	Continued support for restoration of waterways and Ōtiria Stream at stream constriction points. Improve flood management and resilience across the stream network, and complete access trail development connecting green links between Ōtiria Marae and northern loop to Moerewa Town Centre (approx 2500m).	1A, 1C, 2B	Collaborate, planning and design: Manage flood resilience by building and supporting partnerships (inclusive of existing community networks) towards implementing an ongoing programme of environmental restoration along Ōtiria Stream (1A). Create and support a regular maintenance program to improve flooding resilience at constriction points such as SH1 Bridge. Commence design stages for walk trail connections in partnership with FNDC and Northland Regional Council, connecting Ōtiria Marae to SH 1 Bridge (1.4km), and SH 1 Bridge to north of Moerewa Township (1.1km). Allocate future years funding.	On-going implementation: Continue to support ongoing environmental restoration programme. Establish and review long-term health measures and flood resilience of waterway as part of catchment-wide study. Construct first stages and development of Ōtiria Stream trail/ walkway connections, and continue future years funding allocation.	On-going implementation: Build and complete walking cycle trail network from Te Rere I Tiria waterfall along Ōtiria Stream to SH1, and along Ōtiria Stream to loop around north of Moerewa Township as part of a wider connected walk and cycle network.	Broader issue around network flooding resilience and need for a coordinated response with NRC / FNDC and Iwi / Hapū partners. Continued maintenance and monitoring programme of stream constriction required over time. Potential land access adjoining private boundaries to be undertaken.
Landscape: Environment and ecology, access to water, cycling and trails, markers, artwork and wayfinding	Create, improve	Trail, green open space, entrance markers	Improve track access to Tuna Town swimming area from the Pou Herenga Tai cycle trail. Install art marks and add wayfinding and information/ interpretation signage from the trail to the swimming site, and from the cycle trail north to connect to the town centre through Simson Park. Develop recreational potential of the open space at Tuna Town with amenity such as seating and clear access, and education/local identity amenity with markers, artwork and interpretation signage.	1A, 1B, 1D	Collaborate, design and implement: Improve track condition to Tuna Town from cycle trail (approx 75m). Develop and install Taitamariki pou as entry markers from the cycleway, and add interpretation/information signage (x2). Create an open space concept plan and management strategy for Tuna Town involving local community and existing local initiatives. Build and support partnerships and local programmes in place with iwi/hapū and the community, for local nursery establishment and ongoing implementation of environmental restoration and walk trail connections from Tuna Town along the Waiharakeke Stream.	Collaborate and implement: Improve amenity at Tuna Town such as seating, information signage, walkways and trails. Build partnership opportunities for local participation and management of Tuna Town. Continue to support local partnership initiatives for ongoing environmental restoration of Waiharakeke Stream restoration and trail connections.	Collaborate: Continue to support local partnership initiatives through long-term maintenance and management of the Tuna Town area, and Waiharakeke Stream restoration and trail connections.	Water quality and safety management for swimming location.

* Items excluded from costings

Moerewa Improvement Plan. Landscape.



Legend.

1. Landscape Improvements.

- |||| Stream restoration and walking trails
- XXXX Native planting and restoration
- |||| Cycleway edge
- Rest stop/park
- Walk and cycle trail
- Access to the river
- Landscape destination

2. Journey Improvements.

- Slow speed environment
- 50km/hr zone
- Maintenance and upgrades
- Cycle trail alignment
- Cycle trail edge
- Access
- Gateway marker

Legend.

- |||| Zebra crossing
- |||| Raised zebra crossing
- Frictional surfacing
- Potential intersection upgrade
- Existing public toilets
- New directional signage and markers
- 100m interval threshold treatments
- Existing speed signage
- Proposed speed signage
- Proposed repeated speed signage

3. Destination Improvements.

- Township centre buildings
- Parks/play destination
- Future development
- School
- Focus area - Otiria Marae

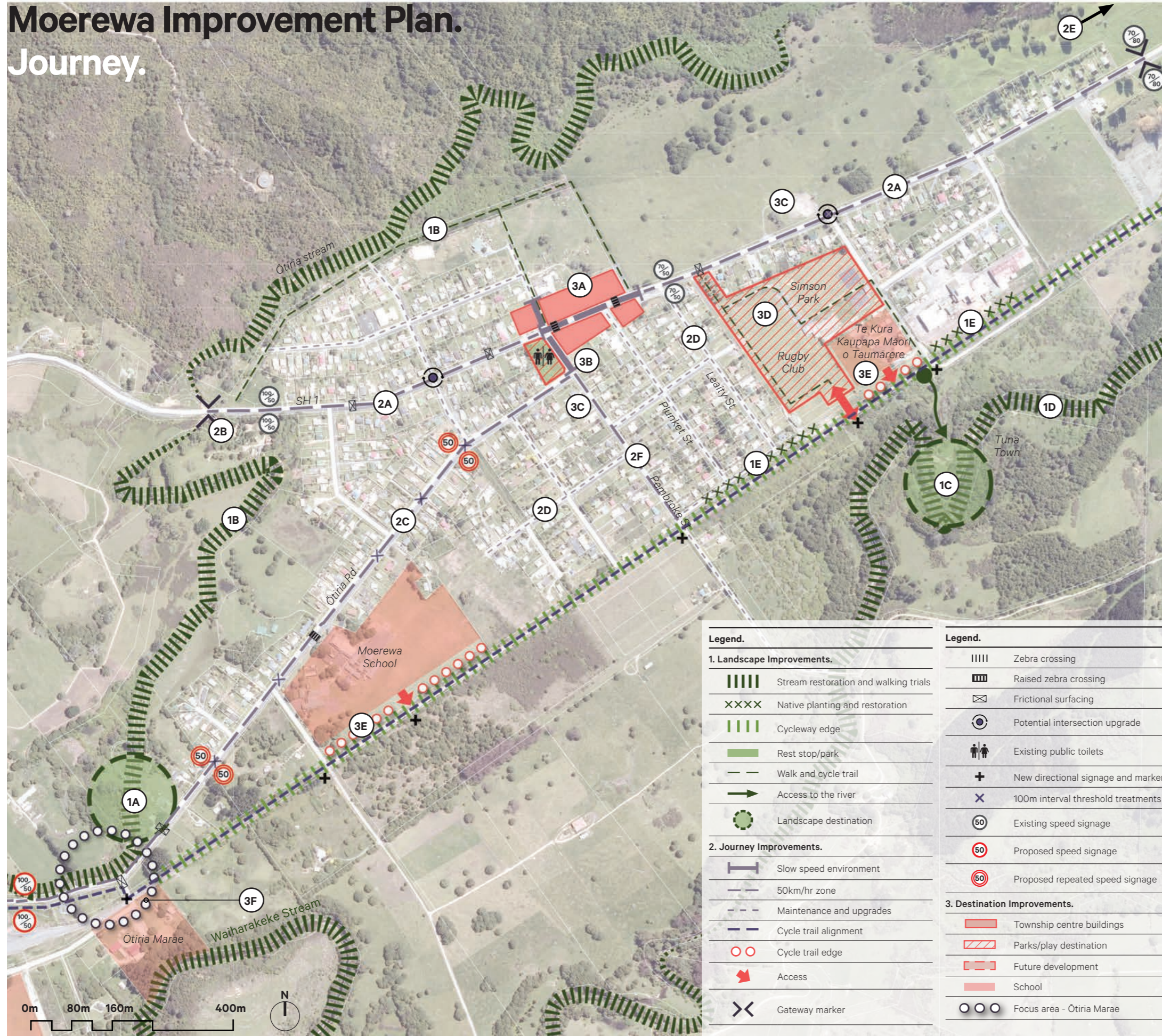
Plan reference		Vision statement	Key design move
Number	Name		
LANDSCAPE			
1D	Waiharakeke Stream - access and restoration	Identify with Landscape: Healthy streams and green links	Celebrate the 'twin streams' and connect to key awa locations. Mark and identify key links along a connected green network, highlighting environmental and cultural stories. Healthy edges: restoration planting and flooding resilience.
1E	Cycle trail edge - tidy and connect to the township	Identify with Landscape: Healthy streams and green links	Mark and identify key links along a connected green network highlighting environmental and cultural stories

Improvement Plan. Landscape.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	
Landscape: Environment and ecology, cycling and trails	Create, improve	Trail, environmental restoration	Restoration of Waiharakeke Stream to improve flood management and resilience. Complete trail connection and green links over time from Tuna Town to Pembroke Street and Stringers Road, (500m) and over time to connect with Ōtiria Marae (3.2km).	1B, 1C	Collaborate, planning and design: Manage flood resilience by building and supporting partnerships (inclusive of existing community networks) to develop a coordinated and on-going programme of environmental restoration along the Waiharakeke Stream.	On-going implementation: Continue to support ongoing environmental restoration programme. Establish and review long-term health measures and flood resilience of waterway as part of catchment-wide study. Commence planning and development of Waiharakeke Stream trail/walkway connections to Pembroke Street, Stingers Road and Ōtiria Marae over time.	On-going implementation: Build and connect walking and cycle trail network from Tuna Town to Ōtiria Marae along Waiharakeke Stream as part of a wider connected walk and cycle network for Moerewa.	Broader issue around network flooding resilience and need for a coordinated response with NRC / FNDC and Iwi / Hapū partners. Continued maintenance and monitoring programme of stream constriction required over time. Potential land access adjoining private boundaries to be undertaken.
Landscape: Environment and ecology, cycling and trails, maintenance. Journey: Directions and signposting	Create, improve, grow	Trail, environmental restoration, markers and directional	Re-establish and improve the amenity and visual connections of the Pou Herenga Tai Cycle and edge to the Moerewa Township (1.9km Ōtiria Marae to Tuna Town, 1.2km Tuna town to Saies Rd). Undertake appropriate edge planting to improve views and passive surveillance to the trail. Implement low native planting to the Moerewa Township side, and habitat restoration on the southern side of the trail. Install artwork markers and directional signage at regular intervals to celebrate Moerewa, and supporting wayfinding attractions to Moerewa Township. (6 artwork markers identified). (Total approx. distance 480m)	2F, 3E	Collaborate, design and implement: Open up views into and from the cycleway between Tuna Town and Ōtiria Marae (1.9km) by clearing weeds and re-planting the edge with low cover natives. Build and support local partnerships for on-going programme and maintenance of the cycleway edge. Improve entrances to and onto the cycleway by developing and installing Taitamariki pou at identified points (x6). Construct secure cycle gates (double) at road entrances off Ōtiria Marae, Lucas Road, Pembroke Street, and at the end of Station Road East (x8). Build on Taitamariki and kura relationships established with local schools, to develop further art/wayfinding opportunities between Moerewa School and Te Kura Kaupapa Māori o Taumārere and the cycleway edge (3e).	Collaborate and implement: Continue cycleway edge maintenance and planting. Build on partnerships to include local participation and management of the Moerewa cycle connection. Complete further designs and installation of Taitamariki and kura art/wayfinding at identified junction points, and to improve cycleway edge connection between the cycleway and schools.	Collaborate: Continue established edge maintenance programme to be running with long-term local involvement and lead.	Will open up passive surveillance towards neighbouring properties and will require consultation phase. Continued maintenance programme will also be required.

* Items excluded from costings

Moerewa Improvement Plan. Journey.



Legend.		Legend.	
1. Landscape Improvements.			
	Stream restoration and walking trails		Zebra crossing
	Native planting and restoration		Raised zebra crossing
	Cycleway edge		Frictional surfacing
	Rest stop/park		Potential intersection upgrade
	Walk and cycle trail		Existing public toilets
	Access to the river		New directional signage and markers
	Landscape destination		100m interval threshold treatments
2. Journey Improvements.			
	Slow speed environment		Existing speed signage
	50km/hr zone		Proposed speed signage
	Maintenance and upgrades		Proposed repeated speed signage
	Cycle trail alignment	3. Destination Improvements.	
	Cycle trail edge		Township centre buildings
	Access		Parks/play destination
	Gateway marker		Future development
			School
			Focus area - Otiria Marae

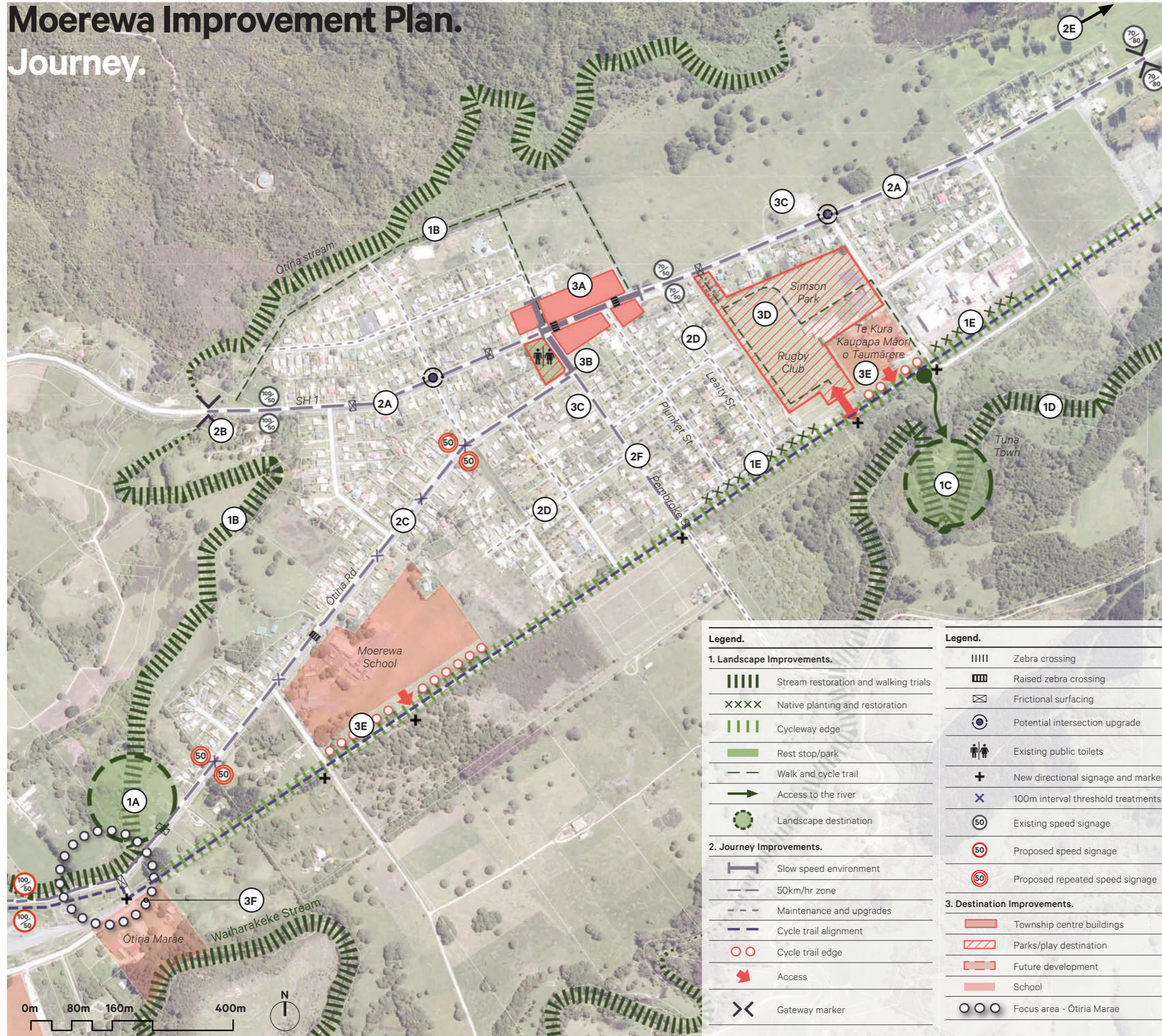
Plan reference	Number	Name	Vision statement	Key design move
JOURNEY				
2A	SH1 slowing and managing traffic speeds into the township	Experiencing the journey: Slow centre and safe connections	Experiencing the Journey, Identify with landscape, coming to life	Slow traffic from township approaches: sequence and repetition of treatment. Tighten the town centre with friction and shared zones
2B	Gateways into town (west and east)	Experiencing the journey: Slow centre and safe connections		Slow traffic from township approaches: sequence and repetition of treatment. Tighten the town centre with friction and shared zones

Improvement Plan. Journey.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	
Journey: Rooding, safety and speed management; road maintenance and improvements	Improve	State highway, main street	Install traffic calming measures (surface and vertical friction) to slow traffic speeds at regular threshold intervals along SH 1 leading into and through Moerewa Township (Total distance approx: 2000m). Create and support a slow speed Town Centre by removing the existing central pedestrian crossing and constructing two new raised pedestrian crossings at each end of the Town Centre area. Support developed design of town centre towards pedestrian focus with upgraded streetscape (Moerewa township centre streetscape 3a). *At pre-implementation phase- assess restricted sightlines at intersection, ensure that all design parameters are met and that the upgrade compliments and supports the overall Moerewa Improvement Plan. Relocate or underground overhead utility services, consider the access to relocated services in the design. Investigate various safer system intersection treatments along SH1 during the pre-implementation phase.	2B, 3A	<p>Design and implementation: Leading from the Moerewa Bridge gateway in the west, install surface and edge friction (planting build-outs) at 14 and 11 George Street.</p> <p>Design and install roundabout at the corner of Nisbett and Wynyard Street (uplift existing island intervention).</p> <p>Install surface friction and edge friction (planting build-outs) at 38 and 39 George Street.</p> <p>Create a slow speed town centre environment and install 2 new raised pedestrian crossings between 54 and 60 George Street and across Moerewa Motors and 68 George Street. Install pedestrian signs in town centre area, and install surface friction on approaches to pedestrian crossings and junctions. Remove existing pedestrian crossing in the middle of Moerewa Township.</p> <p>Install surface treatment and planting opposite entrance to Simson Park.</p> <p>Design and install roundabout intersection at Sir William Hale Crescent.</p> <p>*Relocate or underground overhead utility services, consider the access to relocated services in the design.</p>	<p>Implementation: Undertake 'narrowing' at town centre in conjunction with 3a- build-outs, tree planting, and with changes to parking and road cross section as part of main street improvement works.</p> <p>Complete installation for roundabouts at intersections of SH 1 and Nisbet Street, and SH 1 and Sir William Hale Crescent (if required)..</p>	Traffic calming interventions have had previous mixed responses from the community. Success of slowing traffic will depend on completion of the series of threshold intervention to slow traffic the township. - consider installing in one programme. Interventions such as roundabouts will require consultation with the community,	
Journey: Thresholds and gateways	Create	State highway	Create visual gateways at west and east entrances to Moerewa to enhance sense of arrival and identity, and to indicate transition to slower speed environments utilising vertical and horizontal traffic calming measures.	2A	<p>Collaborate, design and implement: Develop design of gateway interventions (with community, local taitamariki, artists) as and opportunity to celebrate Moerewa. Investigate and confirm sites and land available for east and west gateways. Progress concept, developed, and detailed designs for installation, incorporating surface and edge friction treatments. Identified sites west: Moerewa Bridge / east: next to 148 SH 1. At pre-implementation phase, reference crash history and further investigate the need for right-turn bays to AFFCO at eastern approach to town- including risk assessment. This may require widening of State Highway 1 and moving power pole road side hazards'</p>	Implementation: Construct east and west Moerewa gateway interventions.	Appropriate locations with frangible protection may be required dependant on gateway marker design. .	

* Items excluded from costings

Moerewa Improvement Plan. Journey.



Legend.		Legend.	
1. Landscape Improvements.			
	Stream restoration and walking trails		Zebra crossing
	Native planting and restoration		Raised zebra crossing
	Cycleway edge		Frictional surfacing
	Rest stop/park		Potential intersection upgrade
	Walk and cycle trail		Existing public toilets
	Access to the river		New directional signage and markers
	Landscape destination		100m interval threshold treatments
2. Journey Improvements.			
	Slow speed environment		Existing speed signage
	50km/hr zone		Proposed speed signage
	Maintenance and upgrades		Proposed repeated speed signage
	Cycle trail alignment	3. Destination Improvements.	
	Cycle trail edge		Township centre buildings
	Access		Parks/play destination
	Gateway marker		Future development
			School
			Focus area - Otiria Marae

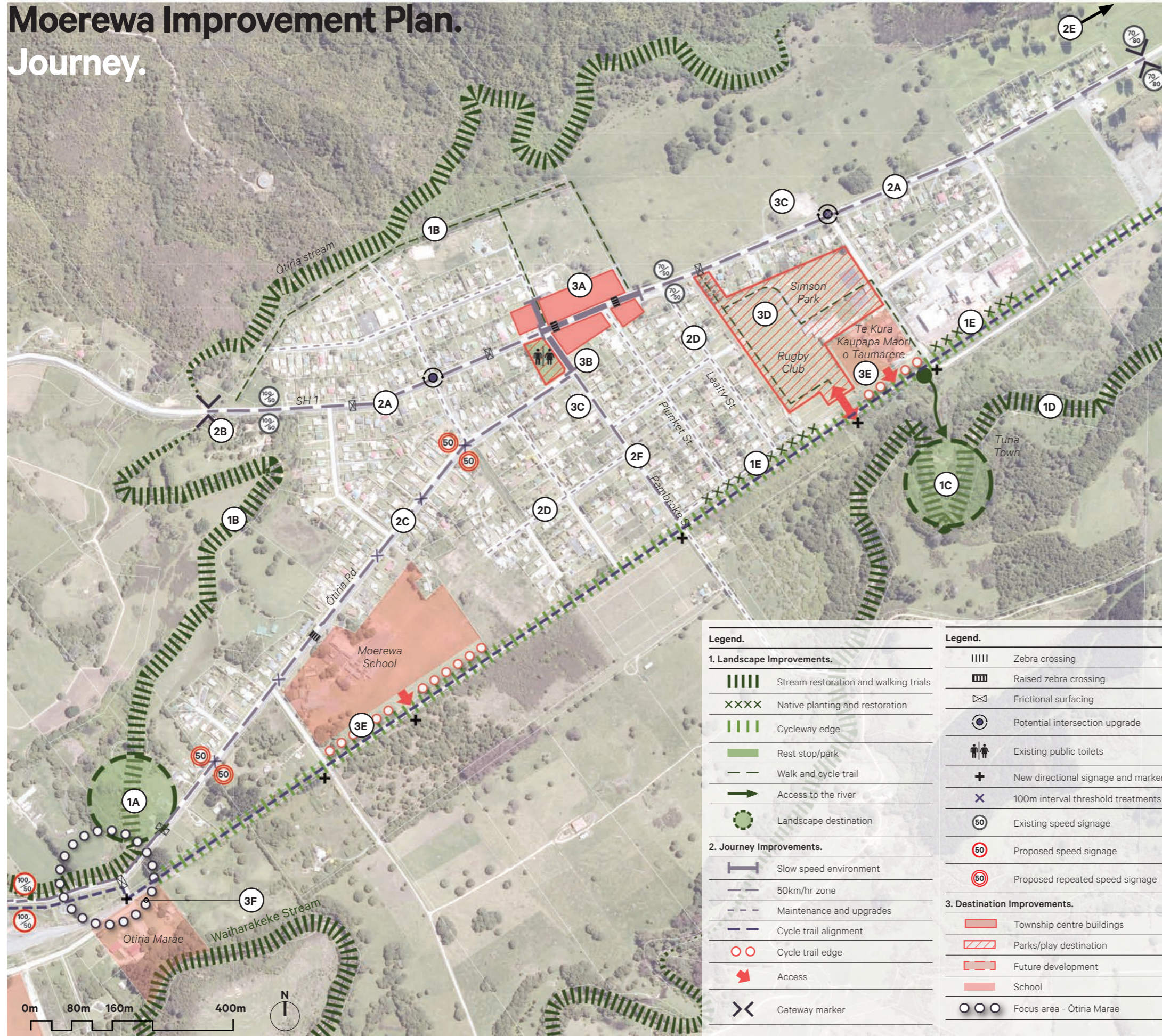
Plan reference	Vision statement	Key design move
Number	Name	Experiencing the Journey, Identify with landscape, coming to life
JOURNEY		
2C	Ōtiria Road-slowing and managing traffic speed	Experiencing the journey: Slow centre and safe connections Slow traffic from township approaches: sequence and repetition of treatment, Safe connections cycling and walking between centre to awa and cycle trail
2D	Residential streetscapes - improving footpath connections and amenity	Experiencing the journey: Slow centre and safe connections Safe connections cycling and walking between centre to awa and cycle trail
2E	Settlement Road- slowing and managing traffic speed	Experiencing the journey: Slow centre and safe connections Safe connections cycling and walking between centre to awa and cycle trail

Improvement Plan. Journey.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	
Journey: Roding, safety and speed management; road maintenance and improvements; cycling and trails; directions and signposting	Improve, create	Local Road network	Improve traffic calming along Ōtiria Road by installing surface and edge friction from west of Ōtiria Marae past Moerewa School and to Nisbet Park (Total distance: 1500m). Shift the existing 50/100 km/hr zone back beyond Ōtiria Marae corner to 151 - 173 Ōtiria Road, and create slow speed environments outside Ōtiria Marae intersection and Moerewa School. Utilise vertical and horizontal traffic calming measures, suitable for residential area. Develop safe cycling connection along Ōtiria Road from Ōtiria Marae into Moerewa township.	1A, 3F	<p>Collaborate, design and implement first stages: Relocate the existing 50km zone opposite 114 Ōtiria Road, to west beyond intersection of Ōtiria Marae to 151 - 173 Ōtira Road to slow traffic at the junction, and improve pedestrian connections between the waterfall, Ōtiria Marae and the cycleway.</p> <p>Establish a slow speed environment and Install surface friction treatments at regular 100m intervals along Ōtiria Road. Install surface friction and edge friction treatment (planting, street trees) at the junction of Ōtiria Marae and Ōtiria Road.</p> <p>Install surface friction and edge friction treatment (planting, street trees) at 117 and 124 Ōtiria Rd.</p> <p>Install repeated 50km signage at 114 Ōtiria Road.</p> <p>Install surface friction and edge friction treatment (planting, street trees) at the intersection of Ōtiria Rd and Lucas Road.</p> <p>Install raised zebra crossing at existing crossing location to Moerewa School.</p> <p>Install surface friction and edge friction treatment (planting, street trees) at 57 Ōtira Rd, 39 Ōtira Road, and at the junction of Nisbet Street.</p>	<p>Design and Implementation: Develop Ōtiria Road as a safe cycle link between Moerewa Township and Ōtiria Marae (1.3km). Consider appropriate cycle facility for Ōtiria Road based on future use eg, by logging trucks. Convert sharrows to painted on-road cycles or separated / protected facility depending on likely future use. Build footpaths connecting the school to Moerewa, the waterfall, cycle trail, and marae. At pre-implementation phase, further input from NTA is required for signage and safety where the roads meet the cycle trail, and remediation of maintenance issues.</p>	<p>Review: Enhance pedestrian and cycling safety with seperated / protected cycle facility if rail is reinstated and 'land port' is created beyond Ōtiria Marae in time. Ensure safe pedestrian crossing points to Moerewa School and Ōtiria Stream are maintained.</p>	Potential land port base in Moerewa, and access use along Ōtiria Road. Design implementation to be cognisant of, and allow for potential logging truck access.
Journey: Road maintenance and improvements	Improve	Local Road network	Upgrade local road streetscapes over time, improving general maintenance and upkeep of footpaths and pedestrian network. Focus on connections that link to the town centre and the Pou Herenga Tai Cycle trail. Maintain and clean, build kerbs and footpaths, and add street trees over time. (Distance: approx. 2580m)		Design planning, funding allocation, and implementation of first stages: Initiate and commence a programme of road improvements for walkability; build footpaths in berms which don't have them, and widen existing footpaths to 1.8m. Improve operational maintenance programme to support regular mowing and cleaning of the street network.	On-going implementation: Continue programme of road improvements over time. Focus towards Plunket Street and Leaity Street.	Implementation to completion: Continue programme of road improvements over time to network completion.	Consultation with adjoining neighbours will be required. Programme would be rolled out over time.
Journey: Road maintenance and improvements	Improve	Local Road network	Install speed control measures on Settlement Road		Implementation of first stages: Construct speed interventions (x5) along Settlement Road to reduce traffic speeds.	Design and planning for long term solution: Improve road cross section along Settlement Road with footpath construction on southern side of the road (1.8m wide approx 350m) to connect with reserve area and cycleway.		Consultation with adjoining neighbours will be required.

* Items excluded from costings

Moerewa Improvement Plan. Journey.



Plan reference	Vision statement	Key design move
Number	Name	Experiencing the Journey, Identify with landscape, coming to life

JOURNEY

2F	Pembroke Cycle Connection improving access to the township	Identify with Landscape: Healthy streams and green links	Celebrate the 'twin streams' and connect to key awa locations. Mark and identify key links along a connected green network, highlighting environmental and cultural stories.
-----------	--	--	--

Legend.

1. Landscape Improvements.

- |||| Stream restoration and walking trails
- XXXX Native planting and restoration
- |||| Cycleway edge
- Rest stop/park
- Walk and cycle trail
- Access to the river
- Landscape destination

2. Journey Improvements.

- Slow speed environment
- 50km/hr zone
- Maintenance and upgrades
- Cycle trail alignment
- Cycle trail edge
- Access
- Gateway marker

Legend.

- |||| Zebra crossing
- |||| Raised zebra crossing
- Frictional surfacing
- Potential intersection upgrade
- Existing public toilets
- New directional signage and markers
- 100m interval threshold treatments
- Existing speed signage
- Proposed speed signage
- Proposed repeated speed signage

3. Destination Improvements.

- Township centre buildings
- Parks/play destination
- Future development
- School
- Focus area - Otiria Marae

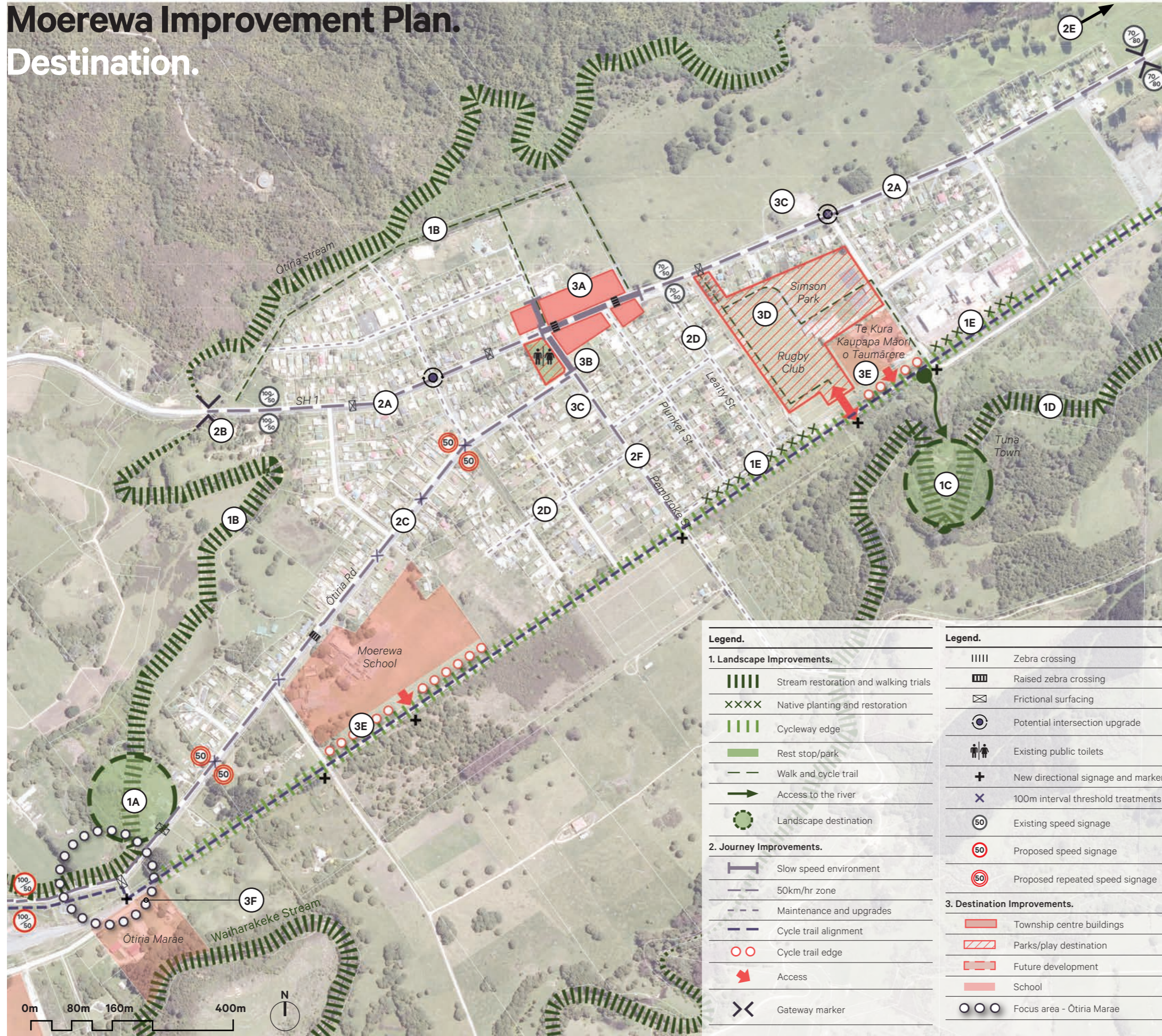
Improvement Plan. Journey.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	

Landscape: Environment and ecology, access to water, cycling and trails, markers, artwork and wayfinding	Create, improve	Trail, green open space, entrance markers	Connect the 'twin streams' along Pembroke Street with a designated walk and cycle connection. Install markers and artwork along the Pou Herenga Tai cycle trail, with directional signage to the township to identify the route, and celebrate local stories. Extend the connection to connect Ōtiria Stream north via Marshall Street, and to the Waiharakeke Stream along Pembroke Road and Stringers Road to support a connected walk and cycle loop. (Approx. 1200m).	1B, 1D, 1E,	Design and planning: Commence design and planning stages for Pembroke Street carriageway (450m) to support a shared walk and cycle connection. Install surface marking / painted sharrows linking the cycle trail to the township as formalised designs and permanent options are determined. Install artwork markers and directional wayfinding at both the cycle trail and township to identify the connection. Include signage to indicate public toilets at Nisbet Park.	Implementation stage 1: Commence design and planning to connect Marshall Street and the Ōtiria Stream (200m) with a shared walk cycle connection. Coordinate in tandem with development of the Ōtiria Stream Walkway. Install surface marking / painted sharrows linking the cycle trail to the township as formalised designs and permanent options are determined. Install artwork markers and directional wayfinding at both the cycle trail and township to identify the connection.	Implementation stage 2: Complete full connection for walk and cycle between the 'Twin Streams'. Coordinate connections with the Ōtiria Stream Walk Cycle Trail, and the Waiharakeke Walk Cycle Trail.	Potential land port base in Ōtira and increased traffic off SH 1 (potential intersection upgrade in future) onto Pembroke and Ōtiria Road may impact cycle access in future. Engagement with local neighbors will be required.
--	-----------------	---	---	-------------	--	--	---	--

* Items excluded from costings

Moerewa Improvement Plan. Destination.



Legend.		Legend.	
1. Landscape Improvements.			
	Stream restoration and walking trails		Zebra crossing
	Native planting and restoration		Raised zebra crossing
	Cycleway edge		Frictional surfacing
	Rest stop/park		Potential intersection upgrade
	Walk and cycle trail		Existing public toilets
	Access to the river		New directional signage and markers
	Landscape destination		100m interval threshold treatments
2. Journey Improvements.			
	Slow speed environment		Existing speed signage
	50km/hr zone		Proposed speed signage
	Maintenance and upgrades		Proposed repeated speed signage
	Cycle trail alignment	3. Destination Improvements.	
	Cycle trail edge		Township centre buildings
	Access		Parks/play destination
	Gateway marker		Future development
			School
			Focus area - Otiria Marae

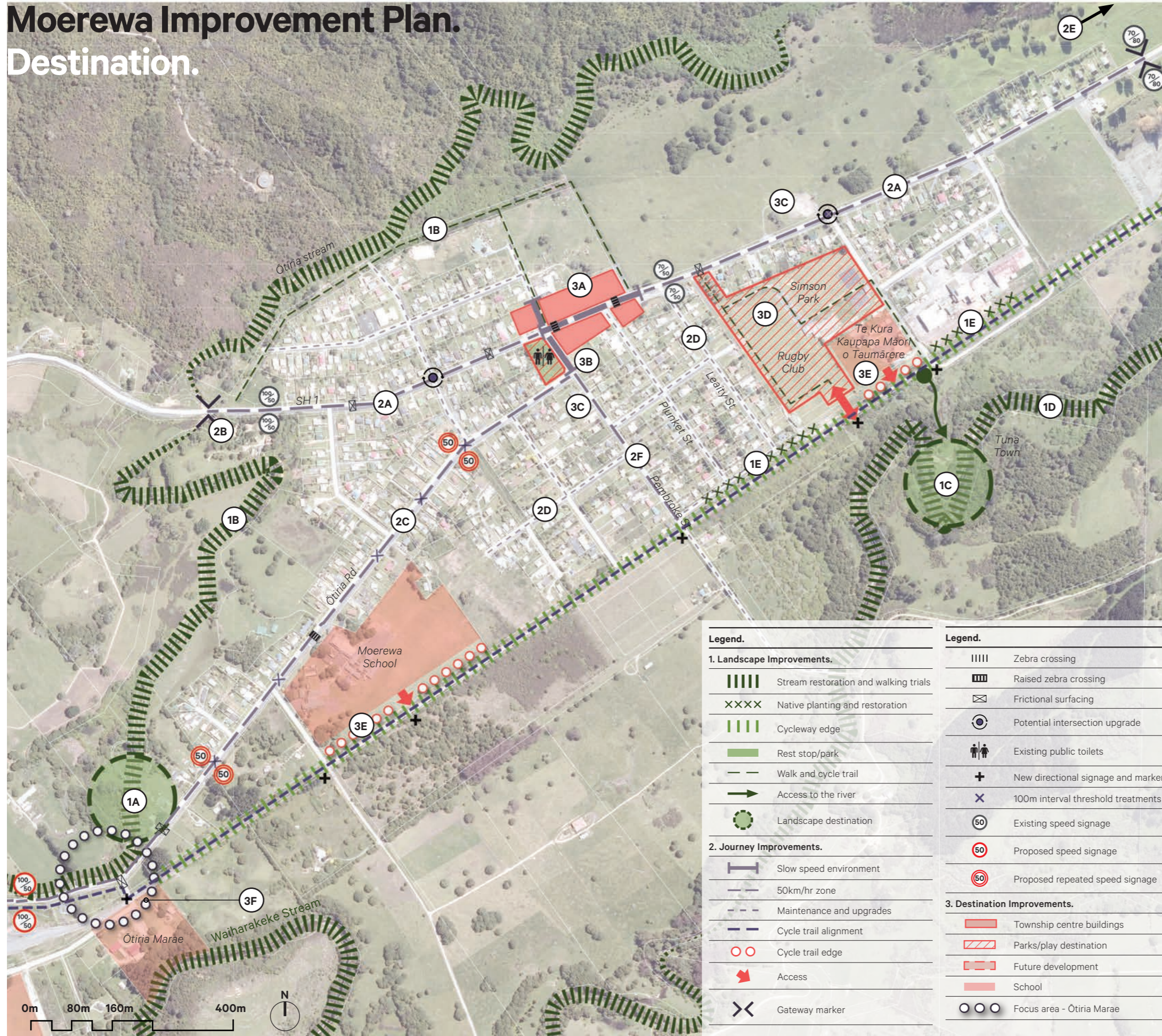
Plan reference	Number	Name	Vision statement	Key design move
DESTINATION				
3A		Moerewa township centre streetscape improvements to pedestrian environment	Coming to life: Moerewa innovation	Central and communal 'hub' for activity, safe, open and connected, with clear links to Moerewa Town Centre. Develop as a stopping point for visitors with pull off the main highway creating side roads and edges. Street-based social interactions.
3B		Moerewa main street re-orientation to focus parking and development off the main road	Coming to life: Moerewa innovation	Central and communal 'hub' for activity, safe, open and connected, with clear links to Moerewa Town Centre. Develop as a stopping point for visitors with pull off the main highway creating side roads and edges. Street-based social interactions.
3C		Moerewa future development - long-term town centre growth	Coming to life: Moerewa innovation	New residential development including Papakainga or other appropriate development model Grow population, economic vitality and supply residential housing for Moerewa -Kawakawa area

Improvement Plan. Destination.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	
Destination: Experience, identity, community and business; gathering places, visitor facilities, information and rest stops	improve	main street - township centre	Improve streetscape and public space with focus on usable, pedestrian friendly public spaces. Utilise temporary activation to test seating locations and usage. Upgrade footpaths and widths, support maintenance of buildings and shopfronts. Investigate feasibility and re-visit earlier streetscape and identity design work done for Moerewa.	2A, 3B,	Collaborate, design and planning, placemaking: Fund painting and maintenance of shopfronts. Green the streetscape with trees/planting in planter boxes and foster local support through businesses. Create a pocket park on corner outside Ngāti Hine Forest Trust building ('Kaumatua Kokonga'), and use temporary activation to test and refine. Undertake design/feasibility of streetscape upgrade. Re-visit and assess relevance of existing 10 yr/old streetscape and identity design, and review against long-term plan for future of Moerewa town centre; options for developing streetscape, or re-orienting township centre (see main street re-orientation 3b).	Design and implementation: Implement significant streetscape upgrades (approx 250m along SH1): widen footpaths and reduce on-street car parking, provide parking area near town in unused land, eg on corner of Marshall St and SH1. Narrow carriageway and provide vertical slowing with street tree planting. Provide safe cycle stands	Implementation to completion: Implement long-term main street plan for Moerewa.	Quality of township building/s condition requires structural assessments and repair. Previous masterplan has been developed, but not completed. Collaborating with business and landowners as coordinated response is required. Alterations to carparking provision likely in order to improve pedestrian streetscape.
Destination: Experience, identity, community and business; gathering places, visitor facilities, information and rest stops	create, improve	main street re-orientation	Support and create future town centre development to pull of main highway and re-orientate town centre development along adjoining side roads to create edges to the main street. Rezone land around top of Pembroke St, Nisbet Park and Otiria Road to shift Moerewa town centre over time and create edges off the main street and state highway. Support with better parking infrastructure to open pedestrian space on the main street.	3A, 3C	Collaboration, feasibility and planning: Undertake feasibility investigations of planning and long-term growth for Moerewa. Review options to re-orientate to side roads off the main highway, allowing for safer pedestrian zones, and capacity to shift parking from main highway supporting improved main street opportunities and traffic management solutions for through traffic. Undertake feasibility in conjunction with review of existing 10 yr/old streetscape and identity design. Work with local businesses and landowners in conjunction with (Future development - planning and rezoning) 3c).	Allocation and implementation: of parking on side roads. Review and implement over time.	Allocation and implementation: Review and implement over time.	District plan and zoning feasibility required. Engagement with community. Potential future changes depending on outcome of future land port location at Otiria. - Significant lack of existing infrastructure.
Destination: Experience, identity, community and business	create, grow	Moerewa future development - town centre planning and rezoning	Support the long-term growth and stability of Moerewa for future housing within the region. Review options for community-driven papakainga development east of township centre of underutilised central land.	2F, 3B, 3C	Collaboration, feasibility and planning: Raised by the community, undertake planning/ investigation of potential future developments - feasibility and design study of two options. Work with FNDC, AFFCO, Iwi/haapū, and the local community. Consider long term growth opportunities across the region, and potential developments of rail and inland port.	Allocation and implementation: Review and implement over time.	Allocation and implementation: Review and implement over time.	-Significant lack of existing infrastructure -Economic Development model needs to accommodate infrastructural requirements -Adjacent Outstanding Natural Landscape

* Items excluded from costings

Moerewa Improvement Plan. Destination.

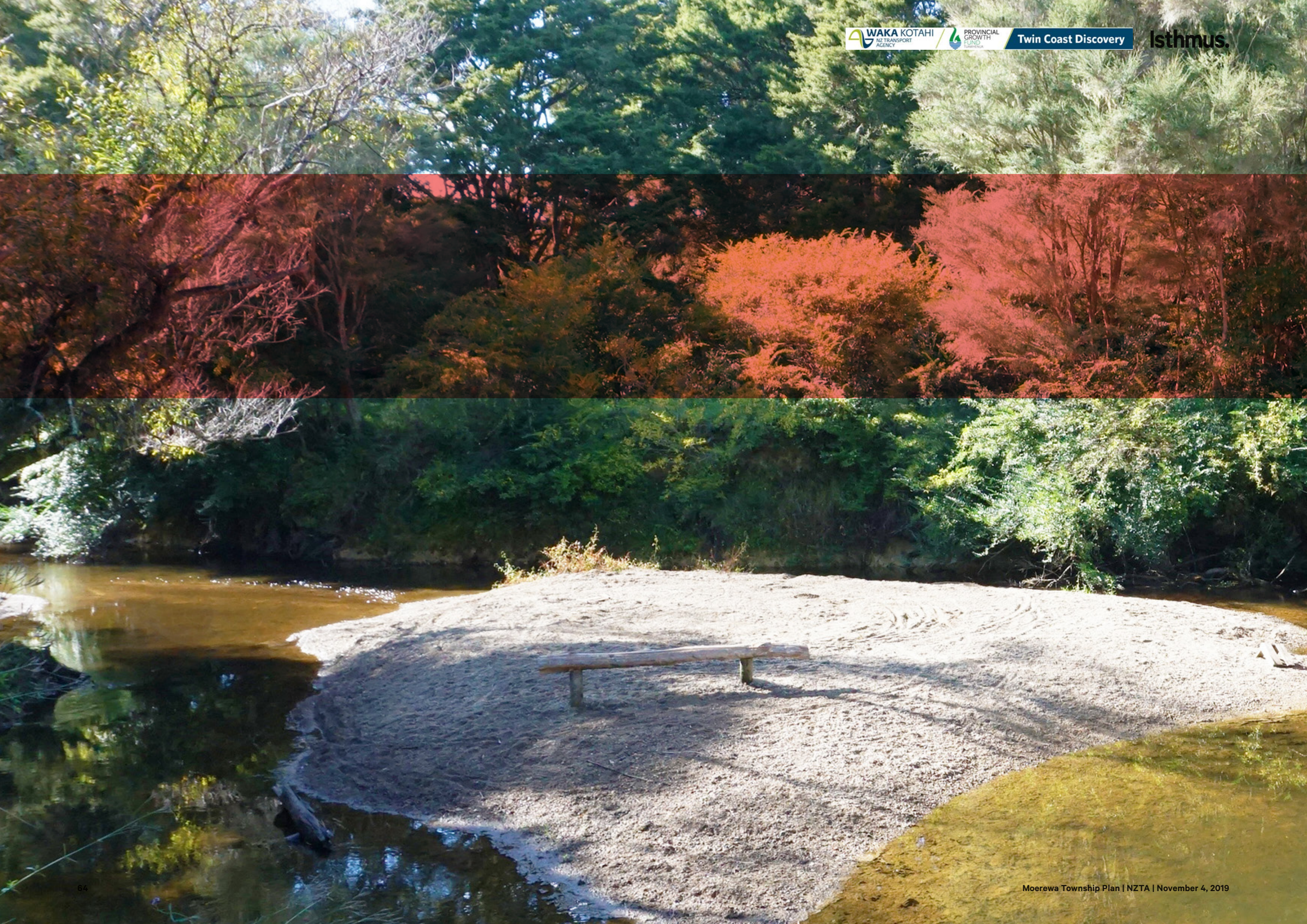


Plan reference	Number	Name	Vision statement	Key design move
			Experiencing the Journey, Identify with landscape, coming to life	
DESTINATION				
3D		Simson Park- improving connections and access through the park	Coming to life: Moerewa innovation	Central and communal 'hub' for activity, safe, open and connected, with clear links to Moerewa Town Centre. Develop as a stopping point for visitors with pull off the main highway creating side roads and edges. Street-based social interactions.
3E		Moerewa School and Kura Kaupapa Māori o Taumāreere - trail edges connecting to the cycleway	Coming to life: Moerewa innovation	Central and communal 'hub' for activity, safe, open and connected, with clear links to Moerewa Town Centre. Develop as a stopping point for visitors with pull off the main highway creating side roads and edges. Street-based social interactions.
3F		Ōtiria Marae focus area	Coming to life: Moerewa innovation	Central and communal 'hub' for activity, safe, open and connected, with clear links to Moerewa Town Centre. Develop as a stopping point for visitors with pull off the main highway creating side roads and edges. Street-based social interactions.

Improvement Plan. Destination.

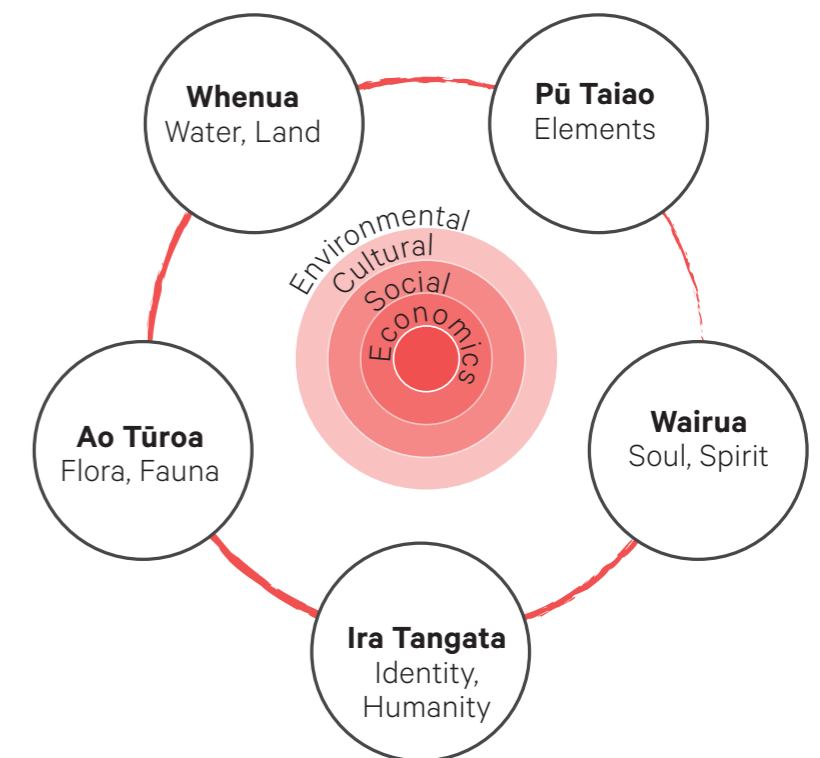
Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference	Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	
Destination: Play, sports and events; gathering places; cycling and trails; directions and signposting	improve	Sports field and park	Increase funding and support to Rugby club, create walking/ cycling link between cycle trail and township centre, increase recreational amenity for whānau and youth	1E, 2A, 3E	Collaborate and design: Work with local taitamariki to create and implement markers and trail link between kura, cycle trail and township centre. Set up ongoing funding for rugby club.	Implementation of first stages: Develop park masterplan/landscape plan: including amenity in park for whānau and rangatahi - BMX/pump track	Implementation to completion: Improve sports facilities and upgrade/replace rugby club building, improve parking, access and edge amenity.	Asset ownership of Rugby Club and funding capacity
Destination: Markers, artwork and wayfinding; play, sports and events; cycling and trails	create, improve	School and cycle trail	Create distinct edges between cycle trail and schools: work with schools to display taitamariki work on cycle trail. Build cycle-themed activity and play at school edges. (Distance: 520m)	1E	Collaborate and design: Re-develop cycleway edge to improve connections (visual and physical) between cycle trail and Moerewa School and Kura Kaupapa Māori o Taumārere. Support/fund art and design programmes with schools to create and implement markers and edge treatments.	Implementation: Build cycle-themed play near school edges in cycleway land - work with students to design and involve in the process.	Collaborate and review: Develop educational spaces along environmental edges. Consider relationship of schools to cycle trail and links to Ōtiria Stream and Waiharakeke Stream.	
Destination: Markers, artwork and wayfinding; cycling and trails; experience, identity, community; information and rest stops; directions and signposting	create, improve	Marae and cycle trail	Create safe, slow speed environment around Ōtiria Marae. Develop and integrated masterplan linking marae, cycle trail, Te Rere i Tiria, and Ōtiria Road. Create rest stop and information and interpretive signage. Support 'Pā Tāwhito'- cycle trail accommodation beside marae and on Ōtiria Road intersection.	1A, 1B, 2C,	Collaborate and design: Collaborate and champion a masterplan across the Ōtiria focus area including review of connections between Ōtiria Marae, cycleway connection, Ōtiria Rugby Club, and esplanade connection to Te Rere i Tiria. Implement first steps to mark the site with information/interpretation signage, and work with taitamariki to create markers. Provide funding and support to Ōtiria Rugby Club. Further input from NTA is required for signage and safety where the roads meet the cycle trail, and remediation of maintenance issues.	Implementation: Support and establish 'pā tawhito' near Ōtiria Marae to provide accommodation/education and identity function and as a 'gateway' into Moerewa township.	Review and implementation: Ensure safe pedestrian and cycling spaces if Ōtiria Road becomes main connection to 'land port'. Protect Ōtiria Marae and Te Rere i Tiria from effects of heavy traffic - create strong buffer zones for pedestrian connections.	Potential land port base in Moerewa, and access use along Ōtiria Road. Design implementation to be cognisant of, and allow for potential logging truck access.

* Items excluded from costings





5. Mauri. Measures, Benefits and Outcomes.



Mauri.

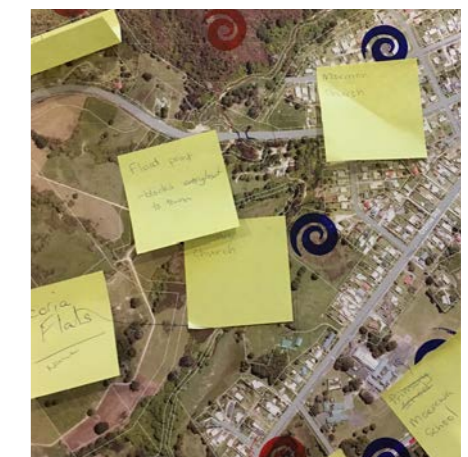
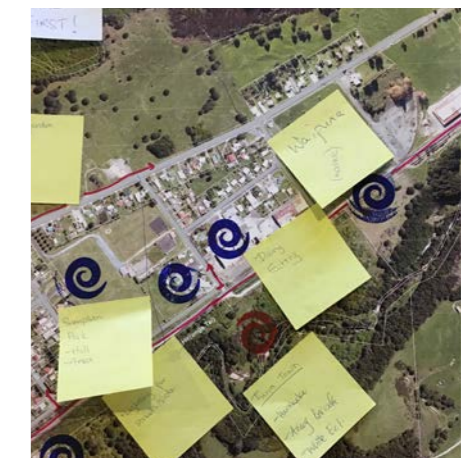
Measures and Benefits.

Process For Refinement of Options, and Assessment of Benefits.

This chapter of the Township Plans provides a matrix of the Mauri measures and benefits which each of the Township Plan initiatives or projects are assessed against. The measures are set out as two types of criteria. Those that reference to the Twin Coast Discovery Route (TCDR) Programme outcomes and objectives and include an IAF low cost, low risk assessment for National Land Transport Fund and Provincial Growth Fund (PGF) eligibility; and those that relate to community and place-based values created through the Kaupapa and Mauri frameworks developed for this project during the Urban landscape Design Framework (ULDF) phase of the Township Plans project. Further explanation is provided for the interpretation of each measure in the key.

Each of the project specific benefits and measures were filtered, themed and grouped in the Enquiry by Design process to help refine the Project Improvement options and define the priorities for each township. Prioritisation principles were developed using the outcomes and benefit measures, and to rank the toolkit of improvements under the themes of Journey, landscape and Destination. This provided a sense of what weighting was given to particular outcomes in each township.

Final assessments were completed by the Township authors, but informed by the process and calibrated across the townships collectively. The projects are rated high, medium or low in response to these criteria with comments. This predominantly qualitative rating is appropriate on the basis of the level of information available.







Mauri.

The following are key measures used to assess the benefits of the township improvement projects.

<p>Investment Objectives & PGF Criteria.</p> <p>Indicative Investment Assessment Framework (IAF). Eligibility Measured against criteria for low cost low risk roading improvements Yes/No</p> <p>Indicative Assessment against Provincial Growth Fund Criteria for eligibility</p>
<p>Programme Business Case - Measures and Outcomes.</p> <p>Visitor Nights/ Spend; Likelihood that interventions, attractions and services will lead to visitors, stopping, staying longer, and spending in the town</p> <p>Job Creation (Number of Jobs); Likelihood of directly or indirectly contributing to more local employment. (WEBS process likely to be used at TCDR programme level to see if number of jobs can be estimated).</p> <p>Upskilling and training opportunities; Likely an opportunity for upskilling i.e. pathways to employment</p> <p>Safety; Speed management and systems that support slow traffic movement through townships supporting place function, and increased safety for pedestrians and cyclists- such as off-road facilities (At TCDR programme level likely to assess KIWRAP Number of kms of road reduced to medium or below collective/ personal risk rating)</p> <p>Resilience; Will the intervention reduce flood risk and inundation and promote resilient and natural systems that support sustainable infrastructure and reduced maintenance cost (At TCDR programme level likely to look at number of road closures that would be reduced from the implementation of the project)</p> <p>New/ Improved walking and cycling infrastructure; New or improved walking/ cycling infrastructure created by the project, including improved connections between towns and existing trails, or additional loops at a town or regional scale that build on national trails, or facilities that support walking and cycling- such as bike racks and signage</p>

<p>Catalyst/ Momentum/ Function</p> <p>Catalyst= Project creates new opportunity not currently in the town that will catalyse new growth and positive change.</p> <p>Momentum= Project grows and carries momentum on and existing project and completes further stages or grows and expands potential for wider reach.</p> <p>Function = Project improves and changes safety, place and function to meet base needs in order for town to flourish</p>
<p>Kaupapa Matrix</p> <p>(Refer to table opposite). Intended to be used as a way of weaving together outcomes and seeing a well crafted, holistic outcome at the end.</p>
<p>Mauri</p> <p>Whenua- land and water Ao Turoa- Flora/fauna: Resilience, Environmental awareness, kaitiakitanga, connection, character, beauty, environmental health</p> <p>Ira Tangata- identity and humanity: Cultural identity, Sense of place, awareness, self determination, pride and spirit</p> <p>Wairua- soul and spirit: Belonging, community empowerment, creativity, safety, partnerships, health, aroha, comfort, equity/ equality, social cohesion, fun</p> <p>Pū Taiao -Attractions, visitor stay and spend, trail experience, information, ownership, job creation and employment</p>

Kaupapa matrix.

Theme	Description/relevance
<p>Welcome/ farewell </p>	<p>The welcome/farewell kaupapa sets up the engagement between the local community (tangata whenua, mana whenua, hapū, whanau) and their visitors (manuhiri, tourist, traveller). In tikanga Māori, the process of welcoming and farewelling is essential and formalised through the process of pōwhiri, which has elements that embed visitors in past, present and place.</p>
<p>Mana <i>Sense of place.</i> </p>	<p>In the context of this project, mana is to do with the essential qualities of the place, and/or the things that embody that place and make it unique and distinct from other places. These are the qualities that a visitor experience can be built around. The mana of the place is upheld by the community and uncovered by the visitor. Mana can then be maintained and upheld by the visitor as they take memories and experiences with them.</p>
<p>Manaakitanga <i>Meeting basic needs.</i> </p>	<p>Manaakitanga, meaning hospitality, kindness, and generosity, represents the way in which aspects of a place and its community look after its visitors, making them feel comfortable and setting them up to have positive experiences. Manaakitanga should be seen as a reciprocal relationship between visitor and local, as visitors are expected to show kindness and generosity in return.</p>
<p>Taurimatanga <i>Deeper experiences.</i> </p>	<p>Closely connected to both mana and manaakitanga, taurimatanga is interpreted as the nature and quality of deeper experience, relationships and connections the visitor finds in a place. Taurima is a way of hosting that goes beyond manaakitanga: it suggests entertaining as well as caring for, and its role in the kaupapa matrix is to guide projects to entertain, engage and educate using the essential aspects, the mana, of the place as their foundation.</p>

Mauri. Measures and Benefits.

		Indicative Investment Objectives & PGF Criteria.		TCDR Overall Programme Outcomes					
Plan reference		IAF 'low cost, low risk' investment eligibility	Assessment against PGF Criteria for eligibility	Visitor stop/ stay/ spend	Job creation/ employment	Upskilling and training opportunities	Safety	Resilience	New/ Improved walking and cycling infrastructure
Number	Name	Low, Medium, High	Low, Medium, High						
LANDSCAPE									
1A	Te Rere I Tiria - improve access and amenity to the waterfall	Yes *excludes artwork	High	High- local attraction to pull people off the cycleway, and build on existing capacity to stay at Te Rito (Ngapipito Marae).	Medium - opportunity for local kaitiaki and care of the waterfall area as visitors to the site increase. Ongoing volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	Medium - opportunity for local kaitiaki and care of the waterfall area as visitors to the site increase. Ongoing volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	NA	Low- stream restoration to improve water quality and flood resilience.	High- local attraction to pull people off the Pou Herenga Tai- cycle trail, and create local recreational links connecting green corridors to Moerewa Town Center.
1B	Ōtiria Stream trail - access and restoration 'esplanade priority area'	No	High	NA	Medium - On-going volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	Medium - On-going volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	NA	High- stream restoration to improve water quality and flood resilience.	High- local connection to pull people off the Pou Herenga Tai- cycle trail, and create local recreational links connecting green corridors to Moerewa Town Center.
1C	Tuna Town - improve access and amenity	No	High	High- local attraction to pull people off the cycleway, and stay longer in Moerewa.	Medium opportunity for local kaitiaki and care of the swimming area as visitors to the site increase. Ongoing volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	Medium opportunity for local kaitiaki and care of the swimming area as visitors to the site increase. Ongoing volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	NA	Low- stream restoration to improve water quality and flood resilience.	High- local attraction to pull people off the Pou Herenga Tai- cycle trail, and create local recreational links connecting green corridors along the Waiharakeke Stream.
1D	Waiharakeke Stream - access and restoration	No	Medium	NA	Medium On-going volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	Medium On-going volunteer and coordination roles for stream restoration and engagement with lwi/hapū.	NA	High- stream restoration to improve water quality and flood resilience.	High- local connection to pull people off the Pou Herenga Tai- cycle trail, and create local recreational links connecting green corridors.
1E	Cycle trail edge - tidy and connect to the township	No	Medium	Medium improves visitor experience and connection to Moerewa as a stopping point along the trail.	Low- potential for volunteer and local management with community, lwi and hapū.	Medium - potential for upskilling in landscaping, arts and ecological restoration	Medium improves CPTED relationship along the cycleway.	NA	High- improves the cycle experience through Moerewa for both visitors and community, and builds stronger connections to the town center.

Mauri. Measures and Benefits.

Catalyst/ Momentum/ Function	Township Benefits Kaupapa Matrix				Township Benefits Mauri				Overall Benefits Score
	Welcome/ farewell	Mana	Manaakitanga	Taurimatanga	Whenua- land and water Ao Turoa- Flora/ fauna	Ira Tangata- identity and humanity	Wairua- soul and spirit	Pū Taiao - Elements	
CATALYST: connect visitors to local attractions, history and culture of Moerewa. MOMENTUM: build ongoing focus for improving Ōtiria Stream and continued restoration. FUNCTION: the waterfall is a key identity of place in Moerewa.	High- local attraction and ability to provide a welcoming, authentic and safe space for visitors.	High- a place of significance for Ngāti Hine and Moerewa	High- local attraction and ability to provide a welcoming, authentic and safe space for visitors to stay longer in Moerewa.	High- deeper understanding of place and people	High- planting, amenity and water quality	High- a place of significance for Ngāti Hine and Moerewa, with an on-going capacity for kaitiakitanga.	High- a local place of significance for the community to recreate and connect with local stories and history.	High- important pull off the cycleway, supporting indirect benefits to Moerewa.	High
CATALYST: support ongoing relationships with community and Iwi/hapū. MOMENTUM: build ongoing capacity for local involvement in stream restoration. FUNCTION: edge restoration and water quality to improve flood and environmental resilience.	Low- improves visual and environmental amenity at SH 1 crossing of Ōtiria Stream (gateway into Moerewa).	Medium - a stream of significance for Ngāti Hine and Moerewa	NA	High- significant improvement to environmental health and water quality.	High- planting, amenity and water quality	High- a place of significance for Ngāti Hine and Moerewa, with an on-going capacity for kaitiakitanga.	High- a local connection of significance for the community to recreate and connect to the town center and Ōtiria Marae.	Medium - addition of attractions/activities increases likelihood of short term stays	Medium
CATALYST: connect visitors to local attractions, history and culture of Moerewa. MOMENTUM: build ongoing focus for improving Waiharakeke Stream and continued restoration. FUNCTION: the swimming location is a key identity of place in Moerewa.	High- local attraction and ability to provide a welcoming, authentic and safe space for visitors.	High- a place of significance for Ngāti Hine and Moerewa	High- local attraction and ability to provide a welcoming, authentic and safe space for visitors to stay longer in Moerewa.	High- deeper understanding of place and people	High- planting, amenity and water quality	High- a place of significance for Ngāti Hine and Moerewa, with an on-going capacity for kaitiakitanga.	High- a local place of significance for the community to recreate and connect with local stories and history.	High- important pull off the cycleway, supporting indirect benefits to Moerewa.	High
CATALYST: support ongoing relationships with community and Iwi/hapū. MOMENTUM: build ongoing capacity for local involvement in stream restoration. FUNCTION: edge restoration and water quality to improve flood and environmental resilience.	Low- improves visual and environmental amenity along the cycle trail corridor.	Medium a stream of significance for Ngāti Hine and Moerewa	NA	High- significant improvement to environmental health and water quality.	High- planting, amenity and water quality	High- a place of significance for Ngāti Hine and Moerewa, with an on-going capacity for kaitiakitanga.	High- a local connection of significance for the community to recreate and connect.	Medium - addition of attractions/activities increases likelihood of short term stays	Medium
CATALYST: for improving the experience of the cycle trail through Moerewa, and to connect with the town center. FUNCTION: improve safety and CPTED visual connections between the cycle trail and township.	High- improves the cycle experience through Moerewa for both visitors and community, and builds stronger connections to the town center.	Low- provides uplift in the experience and expression of local identity	Low- improves the visitor experience and invitation to pull off the cycleway.	NA	High- planting and amenity	Low- improves the opportunity to celebrate Moerewa and tell local stories.	Medium improves the experience of the cycle trail for both visitors and the community.	High- important pull off the cycleway, supporting indirect benefits to Moerewa.	High

Strength of Project Against Measurement.

Mauri.	Low
Kaupapa Matrix.	Low
Project Business Case.	Low
Investment Objectives.	Low
Overall Benefits Score.	Low

Mauri. Measures and Benefits.

		Indicative Investment Objectives & PGF Criteria.		TCDR Overall Programme Outcomes					
Plan reference		IAF 'low cost, low risk' investment eligibility	Assessment against PGF Criteria for eligibility	Visitor stop/ stay/ spend	Job creation/ employment	Upskilling and training opportunities	Safety	Resilience	New/ Improved walking and cycling infrastructure
Number	Name	Low, Medium, High	Low, Medium, High						
JOURNEY									
2A	SH1 slowing and managing traffic speeds into the township	No	Medium	Medium - perception improvement for Moerewa, slowing speeds and inviting people to stop, on which accommodation providers can establish	NA	NA	Medium - traffic speed reductions along 2km road	Medium - reduction of accidents on high crash road currently under speed review.	Medium - measures improve amenity and encourage walking on existing footpath.
2B	Gateways into town (west and east)	Yes	Medium	Medium - clear identity and thresholds for Moerewa will encourage stopping	Medium - work opportunities for local artists and designers	Medium - opportunity for training associated with art and design of new structures	NA	NA	NA
2C	Ōtiria Road- slowing and managing traffic speed	Yes	Medium	Medium - contributes to overall amenity and visitor/local connections to the town and cycleway	NA	NA	Medium - 1500m safety improvements, amenity and experience improvements.	NA	High -improves connectivity of the town to the cycleway
2D	Residential streetscapes - improving footpath connections and amenity	No	Medium	Medium - contributes to overall amenity, connectivity, and visitor/ local experience	NA	NA	Low - is not a road safety project but may create a local alternative destination and reduce driving kms.	Low - local roads rather than SH or arterial roads	Med - project improves existing local streetscape condition particularly footpath improvement
2E	Settlement Road- slowing and managing traffic speed	No	Low	Low - reduces casual speeding within the town and therefore improves visitor perception and local amenity	NA	NA	Medium - improves local road safety in hotspot area.	NA	NA
2F	Pembroke Cycle Connection improving access to the township	Yes*Excludes artwork and markers	Medium	Medium improves visitor experience and connection to Moerewa as a stopping point along the trail.	NA	Medium - potential for upskilling in landscaping, arts and ecological restoration	Medium improves visitor experience and CPTED relationship along the cycleway.	NA	High- improves the cycle experience through Moerewa for both visitors and community, and builds stronger connections to the town center.

Mauri. Measures and Benefits.

Catalyst/ Momentum/ Function	Township Benefits Kaupapa Matrix				Township Benefits Mauri				Overall Benefits Score
	Welcome/ farewell	Mana	Manaakitanga	Taurimatanga	Whenua- land and water Ao Turoa- Flora/ fauna	Ira Tangata- identity and humanity	Wairua- soul and spirit	Pū Taiao - Elements	
CATALYST: improves safety and amenity through mainstreet by managing vehicle speeds resulting in better perception and a base on which streetscape improvements can occur with FNDC land.	High - traffic calming and resultant slower speeds will significantly improve welcome/farewell experience.	High - acknowledgement of the town through slower traffic passage and improved experience/ reputation will significantly enhance mana especially when combined with other streetscape improvements	High - safety improvements directly provide manaakitanga	NA	NA	Medium - project will contribute to Ngāti Hine identity through slower speeds, acknowledgement of the town and will support other solutions.	Medium - safety improvements through speed management will have meaningful contribution to social cohesion through improvements to public space amenity.	Medium - slower speeds and safety improvements will encourage stopping, stay and spend.	Medium
CATALYST: project improves sense of identity and arrival through providing clear threshold demarcation and contributes to safety improvements	High - clear threshold and identity is provided at east and west ends of town	High - acknowledgement of the town as a distinct entity through entrance way design/artwork uplifts mana	High - clear welcome and farewell forms a significant part of manaakitanga.	High - design and artwork tell local narratives and uphold identity therefore taurimatanga requirements are met.	NA	High - design/artwork uplifts Ngāti Hine identity.	Medium - via the contribution of identity to social cohesion in predominantly Ngāti Hine community.	Medium - clear thresholds and identity will contribute to stopping, stay and spend.	High
FUNCTION: project improves sense of identity and arrival through providing clear threshold demarcation and contributes to safety improvements	Medium - interventions will improve the sense of arrival at Ōtiria Marae.	High - speed reduction, safety and amenity benefits particularly in proximity of Ōtiria Marae and the school.	High - safety improvements directly provide manaakitanga	NA	NA	High - speed reductions and safety improvements in the vicinity of Ōtiria Marae will provide positive contribution to these measures.	High - speed reductions and safety improvements in the vicinity of Ōtiria Marae will provide positive contribution to these measures.	Medium - interventions here build toward general uplift township wide	High
FUNCTION: Project improves amenity of existing streetscape, improving overall township perception.	Medium - overall benefits of local road streetscape upgrades (less tired looking) will contribute to welcome/farewell.	Medium - overall benefits of local road streetscape upgrades (less tired looking) will contribute to Mana through improving perception and longer term reputation as an attractive township.	Medium - overall benefits of local road streetscape upgrades (less tired looking) will contribute to Mana through improving perception and longer term reputation as an attractive township and contributes to manaakitanga.	NA	Medium - project makes contribution to character and beauty aspects of the town	Medium - project contributes and uplifts the pride aspect of this measure	Medium - the project contributes to the aroha and comfort aspects of this measure through the contribution made to street environment improvements	Medium - project supports through broader township beautification for locals and visitors alike.	High
FUNCTION: Project improves amenity of existing street condition and safety, improving overall township perception.	Medium - reduces undesirable speed and joy riding activity currently adversely affecting welcome/farewell experience	Medium - Contributes to mana uplift through reducing undesirable activities (speeding, joyriding) within township	Medium - reduction of speed and safety improvements to hotspot area. of Settlement Road and connections to SH1.	NA	Low - project makes contribution to character and beauty aspects of this measure.	Medium - project contributes and uplifts the pride aspect of this measure	Medium - the project contributes to the aroha and comfort aspects of this measure through the contribution made to street environment improvements	Medium - project supports through broader township beautification for locals and visitors alike.	High
CATALYST: for improving the experience of the cycle trail connecting with the Town Center. MOMENTUM: Builds opportunity for town center to provide for and build on cycle visitors. FUNCTION: improve safety and CPTED visual connections between the cycle trail and township.	High- improves the cycle experience through Moerewa for both visitors and community, and builds stronger connections to the town center.	NA	Low- improves the visitor experience and invitation to pull off the cycleway.	NA	High- planting and amenity	NA	Medium improves the experience of the cycle trail for both visitors and the community.	High- important pull off the cycleway, supporting indirect benefits to Moerewa.	High

Strength of Project Against Measurement.

Mauri.

Kaupapa Matrix.

Project Business Case.

Investment Objectives.

Overall Benefits Score.

Low

Medium

High

Mauri. Measures and Benefits.

		Indicative Investment Objectives & PGF Criteria.		TCDR Overall Programme Outcomes					
Plan reference		IAF 'low cost, low risk' investment eligibility	Assessment against PGF Criteria for eligibility	Visitor stop/ stay/ spend	Job creation/ employment	Upskilling and training opportunities	Safety	Resilience	New/ Improved walking and cycling infrastructure
Number	Name	Low, Medium, High	Low, Medium, High						
DESTINATION									
3A	Moerewa township centre streetscape improvements to pedestrian environment	No	High	High - Streetscape and building frontage improvements will significantly improve perception, destination attractiveness and therefore destination desirability for visitors as well quality of the built environment benefits for locals.	High - opportunity for local employment in building frontage repair and restoration as well as streetscape construction and landscaping.	High - opportunities in civil works construction, landscaping and maintenance	Low - covered under 2a road safety measures	Low - covered under 2a road safety measures	High - improved pedestrian facilities for mainstreet section outside of SH1
3B	Moerewa main street re-orientation to focus parking and development off the main road	No	High	High - streetscape reorientation away from pressure of SH1 through traffic and allowance for a town 'heart' including new buildings and civic space to develop unencumbered by the State Highway	Medium - opportunity for local employment in building construction (if any) and landscaping.	High - opportunities in civil works construction, landscaping and maintenance	Medium - project long term separates pedestrian focus from State Highway edges to new town 'heart'	NA	Low - project improves walking and cycling infrastructure and connections between the cycleway and town centre
3C	Moerewa future development - long-term town centre growth	No	High	Medium - accommodation can be incorporated into the development.	High - opportunity for local employment in Civil construction, building, landscaping and maintenance, accommodation management.	High - opportunities in civil works construction, landscaping and maintenance, accommodation and hospitality.	NA	NA	Medium - development can incorporate walking and cycling infrastructure
3D	Simson Park- improving connections and access through the park	No	Medium	Medium - provides additional destination facilities	medium - opportunity for local employment in landscaping or similar.	High - works contracts can include Northland Delivery Framework	NA	NA	High - approx 400m walking and cycling connections made
3E	Moerewa School and Kura Kaupapa Māori o Taumārere - trail edges connecting to the cycleway	No	Medium	Low - however does contribute to community wide amenity uplift township wide	medium - opportunity for local employment in landscaping or similar.	Medium - up skill in landscape/vegetation maintenance.	NA	NA	Medium - uplift along cycle trail edge and connecting visitors with community
3F	Ōtiria Marae focus area	Yes *Excludes rest stop	High	High - uplifts identity of Ōtiria Marae locally as the centre of Moerewa, provides connection to underutilised attractions and new opportunities contributing to the holding power of Morewa as a place to stay.	Medium - job opportunities in art production, landscaping and hospitality/accommodation.	Medium - up skill in hospitality, accommodation, landscape/vegetation maintenance.	NA	NA	Medium - accommodation provided for the cycleway

Mauri. Measures and Benefits.

Catalyst/ Momentum/ Function	Township Benefits Kaupapa Matrix				Township Benefits Mauri				Overall Benefits Score
	Welcome/ farewell	Mana	Manaakitanga	Taurimatanga	Whenua- land and water Ao Turoa- Flora/ fauna	Ira Tangata- identity and humanity	Wairua- soul and spirit	Pū Taiao - Elements	
CATALYST: project significantly improves the destination quality of Moerewa mainstreet through attractive streetscape and building frontages - build perception and reputation and enhances quality of the built environment for residents	High- attractive and cared for streetscape provides welcoming experience	High- attractive and cared for streetscape uplifts mana - perception of township as a destination wider reputation within the region and beyond	High - attractive and cared for streetscape improves accessibility to visitor needs, food water, toilets and therefore manaakitanga needs are met.	High - revisiting and refresh of identity design work uplifts taurimatanga - as experience of Moerewa specific narratives is deepened for the visitor	Medium - environmental aspects relating to the built environment - character and beauty are met.	High - identity refresh and enhancement coupled with street and building frontage upgrades uplift Ngāti Hine identity	High - identity refresh and enhancement coupled with street and building frontage upgrades uplift Ngāti Hine identity	High - improvement of streetscape and building frontages will directly influence stop, stay and spend behaviour by visitors and contribute to economic uplift.	Medium
CATALYST: project significantly improves the destination quality of Moerewa by providing a town 'heart' (buildings and civic space) around which a long term future for Moerewa can develop away from (but near to) the State Highway.	High- long term reorientation will provide a civic heart to Moerewa which will comprise welcome (and farewell functions separate to those found on the town edge.	High - long term reorientation around a new civic heart away from the SH (allowing Moerewa to grow) will uplift Mana - especially where new builds and civic spaces express Ngāti Hine identity.	High - long term reorientation around a new civic heart away from the SH (allowing Moerewa to grow) can provide facilities for manaakitanga (food, water, toilets)	High - long term reorientation around a new civic heart away from the SH (allowing Moerewa to grow) can provide facilities for Taurimatanga though venues for Ngāti Hine narrative.	Medium - environmental aspects relating to the built environment - character and beauty can be met through considered design and planning - accompanying town heart reorientation.	High - Ngāti Hine aspects relating to cultural identity can be met through considered design and planning - accompanying town heart reorientation.	High - Ngāti Hine aspects relating to the wellbeing can be met through considered design and planning - accompanying town heart reorientation.	High - reorientation and new buildings plus civic space accommodating tourism, and local economic initiatives will contribute to overall local economic well being	High
CATALYST: drives population growth in Moerewa-Kawakawa area and economic growth in Moerewa supporting future infrastructure development.	Low- some ability to balance existing residential to south side of SH1 and enhance SH edge with built form providing some potential for welcome farewell experience.	High- New build in Moerewa to high standards based on Matauranga Maori significantly uplifts mana	High- development can provide accommodation facilities therefore achieve hosting obligations.	High - development considered in in a Maōri and Ngāti Hine framework can provide significant Taurimatanga responses (deeper authentic engagement - narratives, experiences)	Development can drive landscape and environmental benefits such as restoration of the Ōtiria Stream as well as closer visual/experiential connection with the Outstanding Natural Landscape.	High - Ngāti Hine aspects relating to cultural identity can be met through considered design and planning -	High - Ngāti Hine aspects relating to the wellbeing can be met through considered design and planning	High - well planned and executed mixed use development (residential, accommodation, hospitality) will contribute economic benefits	High
MOMENTUM - connection to Pou Herenga Tai (twin Coast Cycleway) and existing SH1 edge footpath to township	Medium - from/to Pou Herenga Tai cycleway	Medium - contributes to mana uplift through provision of new facility	Medium - visitor facilities provided	High - ability for interpretive signage	Medium - contributes to coherent built/natural environment interface	High - identity aspects can be worked into design	Medium - facility connects to cycleway and can contribute to health and wellbeing for whanau	High - leveages Pou Herenga Tai cycleway	High
MOMENTUM - connection to Pou Herenga Tai (twin Coast Cycleway) and Simson Park	High - from/to Pou Herenga Tai cycleway. Opportunity for entrance/ exit function	Medium - improved interface with Pou Herenga Tai Cycleway improves mana	Medium - uplift along cycle trail edge and connecting visitors with community	Medium - option for interpretation of history and Ngātihinetanga - deeper visitor experiences	Medium - opportunity to restore cycleway interface with Waiharakeke Stream and Totara planting.	Medium - Kura edge has the potential to display local identity	High - Kura is a good example of Health and wellbeing currently. this can be extended	NA	High
MOMENTUM - connection to Pou Herenga Tai (twin Coast Cycleway) including Pā Tāwhito accommodation initiative	High - from/to Pou Herenga Tai cycleway. Opportunity for entrance/ exit function	High - significantly improved interface with Ōtiria Marae and Pou Herenga Tai Cycleway improves mana through Ngāti Hine identity and	High - rest stop and Pā Tāwhito accommodation provide for visitor needs	High - provision of information/interpretive signage as well as presence of Ōtiria Marae as an integrated entity provides for Taurimatanga	High - builds on restoration of both the Ōtiria and Waiharakeke Streams	High - uplifting Ōtiria Marae as a focus area and enhancing connections to Ngāti Hine significant features in particular Te Rere i Tiria	High - uplifting Ōtiria Marae as a focus area and enhancing connections to Ngāti Hine significant features in particular Te Rere i Tiria	High - proposed Pā Tāwhito accommodation associated with Pou Herenga Tai provides an opportunity on which economic growth can occur by providing a wider culturally appropriate product for visitors.	High

Strength of Project Against Measurement.

Mauri.

Kaupapa Matrix. Low Medium High

Project Business Case. Low Medium High

Investment Objectives. Low Medium High

Overall Benefits Score. Low Medium High

Delivery Plan. Cost Assumptions.

General Cost Assumptions and Clarifications.

Costings included are based on the projects identified. These projects are defined only at a high level and are as described in the project matrix included within the Township Plans. It is important that this high level nature is appropriately acknowledged when progressing projects for funding.

While Isthmus has undertaken site walkovers with the Communities as part of the Enquiry by Design engagement process, specific design investigation has not been undertaken. Therefore all measurements, percentages, numerical values and the like on which the Costings are based are desktop in nature and should be understood as such. In generating measurements Isthmus has relied on data contained within the Far North District Council Maps (for FNDC townships) and Google Earth for Dargaville (KDC) and the analysis tools contained within those information data bases.

FNDC and KDC planning maps (District Plan) have been used to inform existing landuse and understood in the context of District Plan reviews by both KDC and FNDC, acknowledging the intention for the NZTA Township Spatial Plan process to inform the District Plan review. Statutory Planning in relation to the Resource Management Act and other statutes is understood to be a component of feasibility analysis for next phases and therefore should be included in any next steps undertaken by NZTA or Council Partners.

The Northland Township Spatial plans produced are holistic in nature. Land Ownership as has been considered at a high level only following a best outcome for township philosophy. No discussion with landowners has occurred and this should form the basis of the next steps approach per project. Similarly beyond the Enquiry By Design process no additional mana whenua, community or stakeholder engagement has occurred and any such should be included in project next steps.

Content reviews have been undertaken by NZTA SMEs and the relevant FNDC and KDC specialists particularly in relation to transport projects but also covering Urban Design and Planning. By nature these reviews are high level and individual projects will require the appropriate reviews going forward. It is understood at time of writing that NZTA is undertaking an Independent Safety Audit on Final Draft Improvement Plans there for all projects should be cross checked against ISA outcomes.

Costs have been estimated per project by a NZIQS (Affil) Quantity Surveyor based on the descriptions provided by Isthmus. The QS has not undertaken site visits for any of the listed Townships. The general assumptions made by the QS are as follows;

- Site visits have not been done by the estimator for any of the estimates, assessment has rather been made from Google Street View
- All Costs exclude GST
- Costs exclude Property purchase (unless specifically noted)
- Costs are based on current day costs, no allowance for escalation
- Fees allowed assume large chunks of work will be done in one package rather than small individual discrete packages of work

Estimates include all phases of a project including investigation, design and construction. Allowances include for consents, mana whenua, community and other stakeholder engagement and professional input and thus include fees. Costings cover typical works processes for these phases. For some types of projects alternate (non typical) methodologies may reduce overall costs. Environmental restoration (weed removal and planting) are good examples of this where community participation coupled with sensible staging could reduce costs. It is therefore worth considering alternate methodologies as part of any next steps analysis whilst weighing up any impacts on job creation potentially arising.

Contingencies are included in the cost response. Contingency plus values represent the upper of the cost range (high end) for any represented project, while the pre-contingency value is to be considered the base of the range (low end). Contingency has in general been estimated at 30%.

- Design and Delivery costs – 16% of Base Physical Works
- Contingency - 30% applied to Project Base Estimate

Per project cost assumptions are provided in the Delivery Plan sections of the individual Township Plan Projects. These again are high level assumptions commensurate with desktop levels of analysis pertaining to the individual project line items. A high level risk profile is also provided.

Projects are high level and require further design for construction. As such Isthmus accepts no liability for the execution of future stage and expects due diligence to be undertaken by Project Owners for any project identified in Northland Township spatial plans. Future stages should include appropriate engineering, planning, heritage, archaeological, ecological, social assessments (and other relevant assessments/ investigations) where applicable as well as cultural heritage assessments / mana whenua engagement in the design process.

Delivery Plan.

Cost Assumptions.

Cost Assumptions to Note for Specific Project Improvement Types.

- A cost peer review has been completed as part of the IQA process, and negotiated rates are reflected in the final delivery costs.
- Riparian Planting and restoration rates include initial weed clearing, plants at 1m centres, 3 year plant and weed maintenance within contract (CAPEX cost). Cost risk managed through: option for reduction in area or wider plant spacings, the likelihood of local planting and maintenance contracts and volunteer support, the potential to mulch only on high amenity edges vs spraying weeds (or alternative local employment for hand releasing), and a contingency buffer.
- Road Sealing includes rebuild of base and chipseal finish to standard specification
- Streetscape upgrade works / Town Centre mainstreet upgrade – allow for two separate rates based on quality benchmark comparisons- a higher rate for larger towns with mainstreet or parkway/ civic street type upgrades, and a lower rate for the remainder of streetscape upgrades in smaller towns.
- Sea wall repairs allow for a mix of scenarios based on further condition assessment and geotech, ranging from repair to rebuild, with cost risk managed by selecting an average/ proportionate rate that allows for a mixed percentage of both.
- Boardwalk rates allow for an average/ proportionate cost with flexibility around a combination of possible handrail options (no handrail, handrail, both sides, and hand rail one side). It assumes a basic design with mangrove and wetland scenarios and some difficult access, and makes allowance for earthworks, site clearance, demolition, landscaping etc.
- Retaining walls are generally included where paths require stabilisation, and may include a handrail.
- Further clarification around land acquisition costs should be considered at the time of investigation. At present, land costs have been excluded from the estimates, however there are likely to be small areas where land purchasing is required.

OPEX Assumptions.

- Operational costs (OPEX) are on a per annum basis i.e a one year OPEX cost shown in the delivery phases to which it applies- short/ mid/ long. For example, if an OPEX cost is initiated in the mid term and carries on- it will appear in the mid and long term delivery columns. If an OPEX cost starts in the short term but it is completed by the mid term timeframe- then the OPEX cost will appear in the short and mid term columns.
- OPEX costs will be multiplied as part of the NPV assessment for the TCDR programme business case investment map. This is typically calculated across the 10 year delivery programme identified in the Township Plans, (or in some specific cases a 40 year programme) .
- OPEX costs include things like human resource- e.g. traffic warden, events organisation, or an ongoing maintenance cost like weed removal/ pest control and monitoring. OPEX costs are only included if they are very specific to the successful implementation of a physical improvement project- to support ownership, and for placemaking/ temporary tactical urbanism interventions preceding the 'permanent' development of public infrastructure. Opportunities for community ownership or participation are called out by project and calculated by the QS on a yearly basis. Each town has its own mechanisms for placemaking and community-led initiatives, and the project improvements aim to support this in a way that catalyses other education and employment opportunities such as local guided tours and whanau owned businesses.
- In addition, an OPEX cost has been included for one person per township in a full time community champion/ programme co-ordinator position.
- NO CONSEQUENTIAL OPEX has been included in the costings- i.e. OPEX costs resulting from upgraded and new assets. Councils would need to calculate and build into their programmes, and identify which projects might require a higher standard/ regime of maintenance than the standard contractual arrangement, inclusion in maintenance contracts for new assets, or alternative contractual arrangements with another partnering entity.
- Fees for investigations, design etc are all assumed CAPEX costs
- OPEX costs have 30% contingency on the per annum rate

- There is some overlap at a programme investment level with visitor information and wayfinding, and for this reason, items like APP development for storytelling, free wi-fi, visitor ambassadors/ personnel to run visitor kiosks etc are NOT included. By way of example- the wayfinding business case makes allowance for ambassadors with the following definition: Conduct a Northland Journeys Ambassador Programme offering training and recognition for managers and staff at visitor related businesses so they can confidently cross-sell attractions or businesses on nearby journeys.
- All costs are rounded to the nearest \$1000
- A note for the reviewer- The cost peer review completed as part of the IQA process bundles CAPEX and OPEX costs together into a total township value which will appear different to the total costs included in this Township Plan. This is because OPEX costs are separated and shown for one year only in the Township Plan.

Key:

NLTF	National Land Transport Fund
NZTA	NZ Transport Agency
PGF	Provincial Growth Fund
FNDC	Far North District Council
LTP	Long Term Plan
PDU	Provincial Development Unit
MBIE	Ministry of Business, Innovation and Employment
MOE	Ministry of Education
NRC	Northland Regional Council
KDC	Kaipara District Council
IAF	Investment Assessment Framework
OPEX	Operation Cost
CAPEX	Capital Cost

Delivery Plan.

Plan reference		Typical owner	Potential Funding stream	Indicative IAF 'low cost, low risk' investment eligibility	Estimated costs short term 1-3 years		Estimated costs mid term 3-5 years		Estimated costs long term 5-10 years		Cost assumptions and risk profile
Number	Name				OPEX	CAPEX	OPEX	CAPEX	OPEX	CAPEX	
LANDSCAPE											
1A	Te Rere I Tiria - improve access and amenity to the waterfall	FNDC	FNDC LTP	Yes *excludes artwork		235,000		28,000		-	Assumes local participation in waterfall management. Fees costed at 16% and contingency 30%.
1B	Ōtiria Stream trail - access and restoration 'esplanade priority area'	NRC	NRC	No	13,000	30,000	13,000	1,989,000	13,000	1,014,000	OPEX Cost - Stream maintenance / clearing of debris to prevent flooding. Weed removal and waterway planting allows for 10m each side of stream. Fees costed at 16% and contingency 30%.
1C	Tuna Town - improve access and amenity	FNDC	FNDC LTP	No	26,000	835,000	26,000	19,000	13,000	0	Short and Mid OPEX Cost - Stream maintenance / clearing of debris to prevent flooding. Long OPEX Cost - long term maintenance. Allows for local nursery establishment. Fees costed at 16% and contingency 30%.
1D	Waiharakeke Stream - access and restoration	NRC	NRC	No	13,000	0	13,000	842,000	13,000	842,000	OPEX Cost - Stream maintenance / clearing of debris to prevent flooding. Weed removal and waterway planting allows for 10m each side of stream. Fees costed at 16% and contingency 30%.
1E	Cycle trail edge - tidy and connect to the township	FNDC	FNDC LTP/ NLTF (transport choice-cycle trail)	No		148,000		79,000		79,000	Fees costed at 16% and contingency 30%.

Delivery Plan.

Plan reference		Typical owner	Potential Funding stream	Indicative IAF 'low cost, low risk' investment eligibility	Estimated costs short term 1-3 years		Estimated costs mid term 3-5 years		Estimated costs long term 5-10 years		Cost assumptions and risk profile
Number	Name				OPEX	CAPEX	OPEX	CAPEX	OPEX	CAPEX	
JOURNEY											
2A	SH1 slowing and managing traffic speeds into the township	NZTA	NLTF	No		1,098,000		943,000		-	Assumes no property purchase for roundabout. Fees costed at 16% and contingency 30%.
2B	Gateways into town (west and east)	NZTA	NLTF	Yes		15,000		54,000		-	Fees costed at 16% and contingency 30%.
2C	Ōtiria Road- slowing and managing traffic speed	FNDC	NLTF/FNDC LTP	Yes		262,000		18,000		30,000	Allows for feasibility study for land port. Fees costed at 16% and contingency 30%.
2D	Residential streetscapes - improving footpath connections and amenity	FNDC	FNDC LTP	No		572,000		395,000		380,000	Fees costed at 16% and contingency 30%. No allowance to relocate power poles for widened footpath
2E	Settlement Road- slowing and managing traffic speed	FNDC	FNDC LTP	No		30,000		114,000		-	Fees costed at 16% and contingency 30%.
2F	Pembroke Cycle Connection improving access to the township	FNDC	FNDC LTP/NLTF	Yes*Excludes artwork and markers		14,000		6,000		235,000	Fees costed at 16% and contingency 30%.

Delivery Plan.

Plan reference		Typical owner	Potential Funding stream	Indicative IAF 'low cost, low risk' investment eligibility	Estimated costs short term 1-3 years		Estimated costs mid term 3-5 years		Estimated costs long term 5-10 years		Cost assumptions and risk profile
Number	Name				OPEX	CAPEX	OPEX	CAPEX	OPEX	CAPEX	
DESTINATION											
3A	Moerewa township centre streetscape improvements to pedestrian environment	FNDC	NLTF/PGF	No		624,000	-		-		Fees costed at 16% and contingency 30%.
3B	Moerewa main street re-orientation to focus parking and development off the main road	FNDC	FN2100 Strategy	No		52,000	-		-		Fees costed at 16% and contingency 30%. Assume private development, funded privately.
3C	Moerewa future development - long-term town centre growth	FNDC	FN2100 Strategy	No		52,000	-		-		Fees costed at 16% and contingency 30%. Assume private development, funded privately.
3D	Simson Park- improving connections and access through the park	FNDC	FNDC LTP	No		122,000		226,000		738,000	Fees costed at 16% and contingency 30%.
3E	Moerewa School and Kura Kaupapa Māori o Taumārere - trail edges connecting to the cycleway	Schools and Community, Ngāti Hine	FNDC LTP/MOE	No		11,000		377,000		75,000	Fees costed at 16% and contingency 30%.
3F	Ōtiria Marae focus area	Ngāti Hine FNDC	Community led. FNDC LTD	Yes *Excludes rest stop		173,000		143,000		75,000	Fees costed at 16% and contingency 30%.

Delivery Plan.

Typical owner	Potential Funding stream	IAF 'low cost, low risk' investment eligibility	Estimated costs short term 1-3 years		Estimated costs mid term 3-5 years		Estimated costs long term 5-10 years		Cost assumptions and risk profile
			OPEX	CAPEX	OPEX	CAPEX	OPEX	CAPEX	
PROJECT AMBASSADOR									
Community champion/ programme ambassador			72,670		72,670		72,670		Allows 1 person full time at \$25/hr. Contingency 30%.
OVERALL PROJECTS COSTING			Total Short Term OPEX	Total Short Term CAPEX	Total Mid Term OPEX	Total Mid Term CAPEX	Total Long Term OPEX	Total Long Term CAPEX	Total Overall CAPEX
Total OPEX and CAPEX			124,670	4,273,000	124,670	5,233,000	111,670	3,468,000	12,974,000

Environmental and Social Risk.

Environmental & social risks (ESR) cover all the technical areas of biodiversity, heritage, water & air quality, noise, vibration and social considerations. Heritage is both a risk and an opportunity for all the township projects, and fits within the suite of environmental and social risks to be considered. High risk flags for particular projects have been included in the ‘key risks’ column of the Improvement Plan project details, and inform the contingency cost assumptions. The Township Plan have been developed with an urban design and landscape lens, and an ESR screen has been applied by town for high level awareness. The ESR screen utilises NZTA’s standard policy and tools.

<https://www.nzta.govt.nz/assets/Highways-Information-Portal/Technical-disciplines/Environment-and-social-responsibility/Standard/z19-environmental-and-social-responsibility-standard.pdf>

As future project funding and implementation pathways are confirmed, project owners will need to give further attention to the wider suite of transport risks - planning, consenting and delivery, as well as network maintenance. Noting these risks means they can be provided for in budgets and project reviews. In the next stage, assessments of these ESR risks will lead naturally to inform the wider consenting requirements of the Resource Management Act (RMA), Heritage NZ Pouhere Taonga Act 2014 (HNZPTA) or DOC and other permits required. Also note that geotechnical investigations may require consent or permits depending on the method and location, and any environmental effects.

It's imperative that these ESR risks are identified within the earliest stages of work on feasibility investigations and research, concept design and master plans so they can be built into the provisional and contingency sums, contract briefs and specifications for projects, and then flow into the detailed design briefs. For example missed archaeological sites and sites of significance to iwi could be potential fatal flaws to the location of planned works, just as the coastal marine environment will create certain expectations for design and consenting. An archaeological and built heritage assessment will provide an alert on areas to pay attention to in both design and consenting. Signage clutter and placement can have an impact on the setting and authenticity of a heritage structure or heritage area. The installation of signage, artworks, landscaping features also needs to be assessed for archaeological effects and a potential authority (permit) from Heritage NZ. Paint applied with care to heritage listed/scheduled buildings is reversible and can lift the appearance of streetscapes and showcase previously hidden design elements or quirks of a building.

Refer to p.g 70-71 for the ESR assessment.

Environmental and Social Risk.



ENVIRONMENTAL AND SOCIAL RESPONSIBILITY SCREEN V2.FEBRUARY 2016



Use to assess options in the [Indicative Business Case](#)

Use this screen to identify opportunities and risks and assess options for state highway projects. Complete the screen for each option to distinguish them from one another or bundle options where appropriate. Screen results will signal where technical assessments are required and provide a written record to support the alternatives assessment required for statutory applications. For further assistance contact the [EUD Team](#).

Additional instructions and content, including information sources, to help complete the screen can be found on the [Highways Information Portal Screen pages here](#)

Decide how many times screen should be filled out (Group Options)
 Answer screen questions using project information and suggested information sources
 Refer to screen questions explanation, particularly if you answered yes to any of the questions
 Incorporate page 2 text in IBC assessment of options table (Background and MCA)

PROJECT LOCATION:
 PROJECT PURPOSE:
 DATE:
 OPTION DESCRIPTION:

CATEGORY	QUESTION	ANSWER	USEFUL INFORMATION SOURCES
GENERAL	G1 What is the zoning of adjacent land? Are there any encumbrances on the land? e.g. Maori Reserve or other reserve/covenants	Rural <input checked="" type="checkbox"/> Industrial <input checked="" type="checkbox"/> High density residential <input type="checkbox"/> Y <input type="checkbox"/> >18 months <input type="checkbox"/>	District/Unitary Plan Zoning Maps
	G2 Does the option disturb previously undisturbed land?	Y <input type="checkbox"/>	
	G3 What is the construction timeframe?	>18 months <input type="checkbox"/>	
	NE1 Are there any outstanding/significant natural features (e.g. geological or geothermal)/landscapes?	Y <input type="checkbox"/>	NZTA Maphub Environmental and Social Risk Map- Natural Environment
	NE2 Will the option affect the coastal marine area, wetlands, lakes, rivers, streams or their margins?	Y <input type="checkbox"/>	Regional Plan Maps and Schedules
NATURAL ENVIRONMENT	NE3 Will the option affect areas of the conservation estate, or areas of known significance for biodiversity or known habitats of uncommon or threatened species?	Y <input type="checkbox"/>	District Plan Maps and Schedules
	NE4 Is the option in an area of potential hazard risk e.g. fault lines, significant erosion, flooding, sea level rise etc?	Y <input type="checkbox"/>	Department of Conservation
	NE5 Will more than 0.5 hectares of vegetation be removed?	Y <input type="checkbox"/>	
	CH1 Are there sites/areas of significance to Maori within 200m of the area of interest?	Y <input type="checkbox"/>	Iwi
	CH2 Are any recorded, scheduled or listed archaeological sites within 200m of the area of interest?	Y <input type="checkbox"/>	NZTA Maphub Environmental and Social Risk Map- Culture and Heritage Heritage New Zealand List
CULTURAL AND HISTORIC HERITAGE	CH3 Are any scheduled, listed or other important heritage buildings/structures within 200m of the area of interest?	Y <input type="checkbox"/>	NZ Archaeological Association District Plan Maps and Schedules
	CH4 Will the option affect the setting of any historic building/structure or archaeological site?	Y <input type="checkbox"/>	Regional Plan Maps and Schedules IPENZ Heritage List
	CH5 Is a group of archaeological sites or an area of historic built environment (even partially) within 200m of the area of interest?	Y <input type="checkbox"/>	NZTA GIS predictive models
	HH1 What is the One Network Road Classification?	National <input type="checkbox"/> Arterial <input type="checkbox"/>	NZTA Maphub Environmental and Social Risk Maps- Human Health and Community which includes:
	HH2 Is the area of interest designated as a non-compliant airshed?	Y <input type="checkbox"/>	- Designated airsheds (including one network classification)
HUMAN HEALTH	HH3 Are there medical sites, rest homes, schools, child care sites, residential properties, maraes or other sensitive receivers located within 200m of the area of interest?	Y <input type="checkbox"/>	- Highly sensitive receivers
	HH4 Does land use within 200m of the area of interest include industrial sites, chemical manufacturing or storage, petrol stations, vehicle maintenance, timber processing/treatment, substations, rail yards, landfills or involve other activities that may result in ground contamination? OR Are there HAIL or SLUR (contaminated) sites within 200m of the area of interest?	Y <input type="checkbox"/>	Regional Council Contaminated sites Team
	S1 Does the option affect access to community facilities i.e. libraries, open space etc (either temporarily or permanently)?	Y <input type="checkbox"/>	NZTA Maphub Project Team District Plan Maps Council and Community Strategy Documents
	S2 Does the option affect community cohesion and accessibility including vehicular connectivity on the local road network?	Y <input type="checkbox"/>	
SOCIAL	ULD1 Are there opportunities to enhance infrastructure for, and/or improve access to, public transport and/or active modes of travel such as walking and cycling?	Y <input type="checkbox"/>	NZTA Maphub Environmental and Social Risk Map- Natural Environment (Scenic Routes)
	ULD2 Does the option enhance the development potential of adjacent land where appropriate?	Y <input type="checkbox"/>	Regional Land Transport Plan Project Team
	ULD3 Is the option located on a themed highway? Is the option part of or near a national cycle or walking route?	Y <input type="checkbox"/>	Strategies and District Plan
	ULD4 Are there opportunities to enhance the urban character, landscape character and visual amenity?	Y <input type="checkbox"/>	

Answers and Comments	Refer to screen questions explanation to help complete this part.
<p>1. Summarize the potential environmental and social risks/impacts associated with this option. Consider short and long term risks and impacts.</p>	
<p>NATURAL ENVIRONMENT:</p>	<p>Outstanding/significant natural features and conservation land zoning areas within Moerewa (as per FNDC District Plan). Potential to affect streams or their margins due to the location of Moerewa (as per FNDC District Plan). Potential to affect significant natural features/conservation areas due to conversation zones located in or around Moerewa (see FNDC District Plan). Moerewa is at risk of flooding (as per FNDC District Plan).</p>
<p>CULTURAL AND HISTORIC HERITAGE:</p>	<p>No listed māori or archaeological sites in the FNDC District plan however due to the history of Moerewa there is the potential for significant māori sites to be located in or around township. Moerewa doesn't have any listed heritage buildings in the FNDC district plan however there are significant/important buildings which are located within or near to projects.</p>
<p>HUMAN HEALTH:</p>	<p>One Network Road Classification - Primary and Secondary Collector Roads, Access and Low Volume Roads. Unable to find source for airshed information for Moerewa. Moerewa has historically had rail yards and rail industries. Moerewa currently has an industrial precinct which hosts a number of potential HAIL sites Unable to find source for SLUR information for Moerewa.</p>
<p>SOCIAL:</p>	<p>Most improvement projects (in particular roading, walking and cycling related projects) will enhance community cohesion and accessibility but impact accessibility during construction phases.</p>
<p>The responses above will be used in the IBC assessment of options summary table: MCA of the Option.</p>	
<p>URBAN AND LANDSCAPE DESIGN:</p>	<p>Most improvement projects will allow for improved walking, cycling and accessibility. As well as improved urban/landscape character and visual amenity and enhance the opportunity for potential adjacent development.</p>
<p>Incorporate the relevant comments from above into the economy, social and geography sections of the IBC assessment of options summary table.</p>	
<p>2. What are the environmental, social integration, landscape design or urban design benefits or opportunities presented by this option? Particularly record opportunities that could be lost if not considered early in the design process.</p>	<p>Restoring the health of the stream, with consideration of improving stream water quality, restoration planting and improving recreation use of these areas. Community based initiatives to encourage visitors to 'stop, stay and spend' which also mutually benefit the local community. Creating a slower speed environment for safer walking and cycling. Seeing slower speed environments and as enabler to improvements to public spaces and creating an inviting mainstreet for both locals and visitors to 'stop, stay and spend'.</p>
<p>3. Are there any impacts, risks or opportunities which require preliminary technical assessments to help understand risks or opportunities? Is further information required to support the development of the detailed business case or can it be left until the detailed business case/pre-implementation?</p>	
<p>NAL Rail investigation and potential reopening of rail line and the flow on effects to Moerewa. Flooding investigation.</p>	
<p>Completed by</p>	<p>Isthmus - TB/HK</p>
<p>Reviewed by NZTA Project Manager</p>	
<p>Incorporated results into IBC assessment of options summary table?</p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p>

The Way Forward.

Summary.

The Township Plans identify a number of improvement projects that help to achieve the vision and key concepts identified with each community through an Enquiry by Design process, captured over workshops in April/ May and June 2019. These workshops were also attended by Council staff and elected representatives in some cases, as well as Iwi Hapū representatives. The Township Plans support a Business Case approvals process that can be used for subsequent funding applications.

Following completion of the approvals process, recommended plans can be progressed into the investigation, planning and design phase by the appropriate owner; with some expected evolution of the recommended plans during these reviews.

The Township Plans identify projects that have potential to bring mutual benefit to community and visitors for each of these towns – supporting place, function and wellbeing in order to elevate the visitor experience and promote ‘stop, stay and spend’. It is anticipated that the Township Plans could be used not only to support future funding applications, but also for Council planning, work programmes and District Plan Review. They can also be used by the communities themselves to visualize, support and even lead community projects. Please note that:

- Improvement projects are both large and small – they are packaged in a way that achieves a mix of ‘low cost, low risk’ interventions, and longer term transformative projects that will require further design and feasibility investigations.
- Projects are grouped into themes: Journey (roading improvements: state highway and local roads, predominantly low cost, low risk), Landscape (trails and environment), and Destination (civic and recreational public spaces, and visitor attractions).

Funding pathways for implementation.

Funding streams will vary depending on eligibility and priority and not all of the improvements will necessarily attract funds from the National Land Transport Fund (NLTF). The Township Plans endeavour to map ‘the way forward’, acknowledging that the Councils will take a lead role in funding applications and ownership of the identified projects. Township Plans can be conceived as a starting point for investment and a catalyst for economic uplift based on the following principles:

1. It is anticipated that each Council will carry out its own necessary internal approval process for socialising the Township Plans, once the Business Case is completed. This may include formal approval for an individual improvement, or endorsement of the Township Plan in its entirety as a ‘road map’ and investment tool for funding applications and future work programmes.
2. Timeframes and costings should be treated as estimates and will need to be confirmed as part of the activity progression to either a detailed design or implementation phase.
3. Councils will need to make decisions around how to finance and implement the projects and partnership opportunities which they own, as appropriate.
4. Collaborating with Iwi hapū as Treaty partners is set out in the ‘design kawa’ principles, embedded in the Township Plans. Mātauranga māori principles and processes will guide outcomes in their rohe.

The Township Plans are a starting point for investment, based on the understanding that the Plans, and the improvements they promote, have been identified through an ‘Enquiry by Design’ process with community and council representatives. Once the Transport Agency assurance process is concluded and the Business Case completed, Councils are expected to undertake their own assurance and approval processes before endorsing the documents.

There are a number of identified components for project improvements and interventions. A ‘low cost, low risk’ assessment has been completed across township improvement projects to identify potential projects for consideration for NLTF funding. Not all of these activities would necessarily be fundable, and some may only be fundable in part. It is expected that the respective councils will consider these for inclusion in future Regional Land Transport Plans (RLTP’s).

The likely funding pathways for implementation of projects not included in alternative funding processes may rely on Councils’ upcoming Long Term Plan review process, including design investigation and engagement. Packaging projects into ‘workstreams’ for funding and delivery can be tailored to suit the LTP process. The typical project owner could also look into the likelihood of partnerships and backing funding on the works outlined to support integrated outcomes across potential funding sources.

Community champion/ activation programme co-ordinator.

An important component of the Township Plans is bridging the gap between the opportunities identified in the Township Plans, and the implementation pathways. This requires a champion and owner for Township Plans within the delivery agency, and a champion within each township who can help bring the improvements programme to life for the community. An activation programme will ensure that physical interventions are implemented in a way that encourages community interaction and ownership. Specific allowance has been made in the townships for events, activation and operational costs where this has a direct tactical relationship to the staged implementation of a physical improvement. Specific opportunities for placemaking, community ownership and participation are called out by project, and there are potential flow-on opportunities leading to education and employment such as kiosk operation and guided tours.

An operational cost has been identified for the employment of a full time community champion or programme co-ordinator in each township (ideally someone who lives in each town). The role of this individual would be to work in the space between the delivery agency programme co-ordinators and the community and business owners. The champion would encourage voluntary participation in improvement projects, create advocacy and energy around the township improvement delivery, help provide the business and development skills and resources needed to increase local business confidence, and help set up local social procurement contracts. Projects may include environmental/ planting programmes and schools involvement, the operation of pop up bike hubs and information kiosks, guided tours and co-ordination of activation events. The community champions from each town would potentially form a group for support, be empowered with a budget for appropriate improvement works, and report to a governance group on progress.

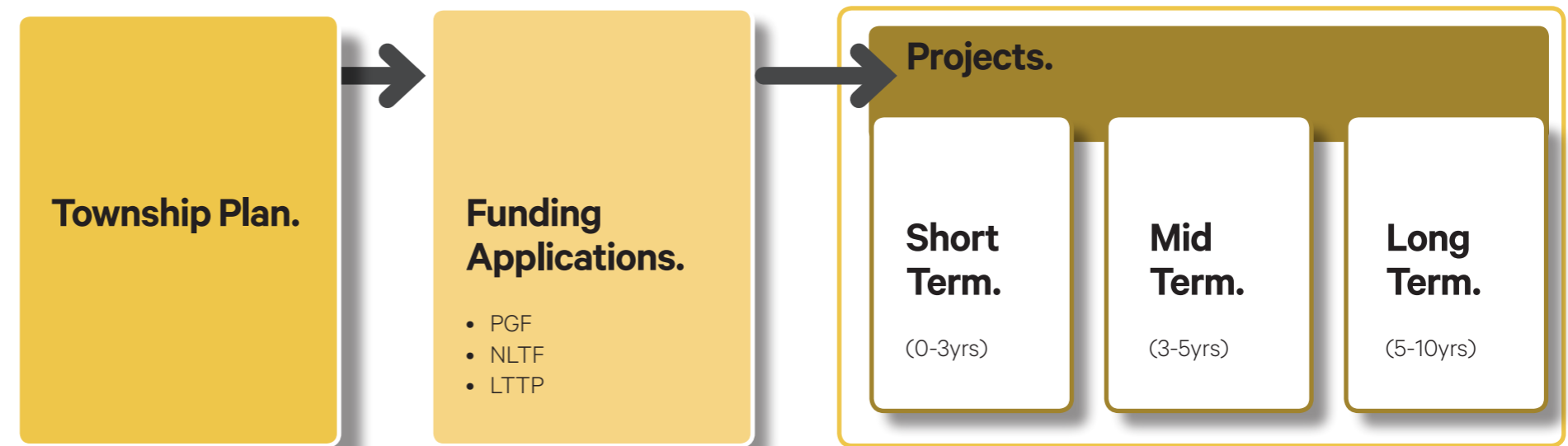
The Way Forward. Summary.

Strategic opportunism.

Catalysts for change will be influenced by a range of factors – some of which are currently unknown. The catalysts for change or momentum in the Township Plans are inclusive of smaller scale initiatives as well as some longer term and bigger investments. There are various funding, drivers and sources that can drive the projects realisation. The Township Plans are therefore a repository of outcomes in the form of initiatives/ projects that can be drawn from and directed to various funding sources.

Applying the filter of 'strategic opportunism' will be important for each Township, as it is likely that a degree of flexibility is needed to align, combine and package projects according to all known contributing factors at the time of separate funding applications. The Township Plans provide a 'picture of potential' which can be pieced together in various ways to achieve the 'key moves' (vision and objectives) over time. What is particularly important though, is to recognise the interdependencies between projects and the appropriate staging - particularly in relation to speed management, safety and resilience.

Next steps:



Other ways to use the Township Plan:



The Way Forward.

Iwi Hapū Engagement Principles.

Introduction.

Many of the key opportunities in the ‘toolbox of physical improvements’ identified through the Urban Landscape Design Framework and Township Plans are based on cultural landmarks, narratives, and place-based cultural relationships held, principally, by hapū.

Township Plans, and the prioritisation and selection of projects to be developed in future stages will require strong hapū and community buy-in and support. Projects at a corridor level will be led by Waka Kotahi NZ Transport Agency. Projects at a township level may be led by the Transport Agency, Councils, iwi or hapū, or be developed in collaboration.

This section of the document provides some high-level advice to support the development and implementation of projects identified through the Township Plans.

High-level protocols of engagement.

The Transport Agency are committed to working in partnership with mana whenua. Te Ara Kotahi (the Transport Agency Māori Strategy) prioritises relationships founded on Te Tiriti o Waitangi, values mātauranga Māori, and supports meaningful and effective engagement.

The Transport Agency’s Urban Design Guidelines also provide guidance around urban design informed by Mātauranga Māori, which the Transport Agency follow on their own projects. The guidelines emphasise that design responses must be tailored to address specific issues within specific areas.

For the purposes of project implementation, this includes;

- Early engagement
- Understanding primary and secondary mana whenua interests;
- Informed consent; and
- Relationships held at the right level

None of the design principles and methods outlined in the document can be engaged prior to the relationship with the relevant mana whenua group (or groups) being appropriately established.

Project establishment.

Prioritisation

An extension and refinement of the ‘filtering outcome and priorities’ process undertaken for the Township Plan development process to be undertaken with hapū prior to the identification of projects for development, and the preparation and lodgment of funding applications. Once hapū buy-in and endorsement of projects has occurred, project plans and funding application to be developed in collaboration.

Project design

Hapū involvement in project design, the establishment of project governance and appointment of hapū representatives and working together to building a plan for hapū involvement / engagement prior to tendering.

Procurement

Project procurement to allow for the involvement of hapū-appointed designers on teams (including budgeting for these positions), hapū involvement in integrated artwork development and artist selection, and requiring hapū engagement and kaupapa Māori design expertise as weighted criteria in all RFPs. Ideally a social procurement approach will also extend to those involved in construction, such as general contractors and subtrades.

Design principles

Visioning / establishing guiding values

A process of visioning / establishing guiding values could be undertaken collaboratively with hapū at the commencement of the project. These values would underpin any design principles adopted for the project and set out parameters for project governance and kaimahi working together.

Developing or adapting design principles

Design principles are useful tool to identify and assess opportunities, and to guide implementation. A process of developing or adapting design principles at the commencement of a project may be desirable. Hapū may have design principles that they have developed or adapted that are relevant to the people and priorities within their rohe, or there may be a process of developing these.

Generic urban design principles

The Te Aranga principles are a set of seven kaupapa Māori design principles. The principles were developed collaboratively by mana whenua and Māori designers in Tāmaki Makaurau. These have been adopted and adapted around the motu, and are a useful placeholder, intended to be adapted by hapū/iwi for use within their rohe.

These are:

- Mana rangatiratanga – The status of iwi and hapū as mana whenua is recognised and respected
- Whakapapa – Māori names are celebrated
- Taiao – The natural environment is protected, restored and/or enhanced
- Mauri tū – Environmental health is protected, maintained and/or enhanced
- Mahi toi – Iwi/hapū narratives are captured and expressed creatively and appropriately
- ohu – Mana whenua significant sites and cultural landmarks are acknowledged
- Ahi kā – Iwi/hapū have a living and enduring presence and are secure and valued within their rohe

Generic principles such as Te Aranga (below) could be adapted on a rohe by rohe basis, thematically (to be more transport and infrastructure-oriented), or generic design principles for each project type (landscape, journey and destination) could also be developed.

Design principles can be further developed into frameworks and matrices. Opportunities identified through the methods outlined in the following section can be translated into design outcomes through the use of frameworks and matrices to support practical application.

The Way Forward.

Iwi Hapū Engagement Principles.

Design methodology.

The Township Plans have been developed through an enquiry by design approach. It is envisioned that this methodology will be carried through to implementation at a project scale.

Potential methods include:

Hikoī

Hikoī has been utilized in the development of the Township Plans. This involves walking the whenua (either with key knowledge holders, or as a rōpū) identifying sites of significance, narratives and priorities. Importantly, the hikoī should be led by hapū, and hapū should control the sharing of information, and future applications of any information shared. The principles of tūmatanui and tūmataiti apply. This information may be captured using GIS mapping or through photographs.

Wānanga

Building on the enquiry-by-design approach utilised in the development of the Township Plans, marae-based wānanga involve building consensus in an environment structured by tikanga. Marae-based settings ensure that project activities fall under tikanga Māori, can serve as an equalizer of power dynamics, and assist in bridging gaps in knowledge and understanding. There may be the need for inter- and intra-hapū sessions (with or without outsiders), as well as sessions with the project team and community. Wānanga is an appropriate setting for establishing and communicating hapū values, priorities and aspirations.

Pūrākau (cultural narratives)

Pūrākau are cultural narratives specific to place. Often these are relating to specific geological and other natural features and connecting from the ātua through whakapapa to present-day descendants. These stories may also be instructive in nature, containing important cultural information.

Rangahau (archival research)

Collating archival research is a key part of the 'information gathering' phase of any project. Archival material may be recorded in English and te reo Māori, and may include Māori land court records, Papatupu books, Briefs of Evidence presented to the Waitangi Tribunal, mapping and research reports commissioned by the Crown Forestry Rental Trust during the inquiry process, audio and video interviews with kaumātua / kuia, transcripts of recorded oral histories, other historical reports, early Settler written histories, hapū environmental management plans, cultural impact assessments, and any other relevant records that may be held by whānau, hapū, iwi rūnanga, Council and research libraries / museums.

Kōrero (oral history)

Once initial archival research has been completed, a gap filling exercise can occur. This may include recording memories and histories held by hapū knowledge holders. Information may be primary knowledge (events occurring within the interviewees lifetime) or secondary (cultural knowledge handed down orally).

Whakamahere (cultural mapping)

Cultural mapping is a process of recording cultural information spatially. The type, volume and quality of data captured and mapped will depend on the information available and the type of project. This may include māra kai and culturally significant vegetation such as rongoā, plants for weaving, and wood used for carving; māhinga kai and significant bird, fish, shellfish and insect species; significant geological landforms, rocks, soils, mud and dyes; wai, including awa, mangu, moana, roto, waters with specific properties; cultural and social sites, including archaeological sites, pā, kāinga, historical trails, marae and urupā; and wāhi tapu, including burial sites, battle sites and other ritual places.

Tākaro (play)

Building on the enquiry by design methodology, tākaro encourages play and active participation. Participatory design techniques engaged within a marae context provide an opportunity to socialize ideas, communicate information, and draw on the collective knowledge to inform design direction.



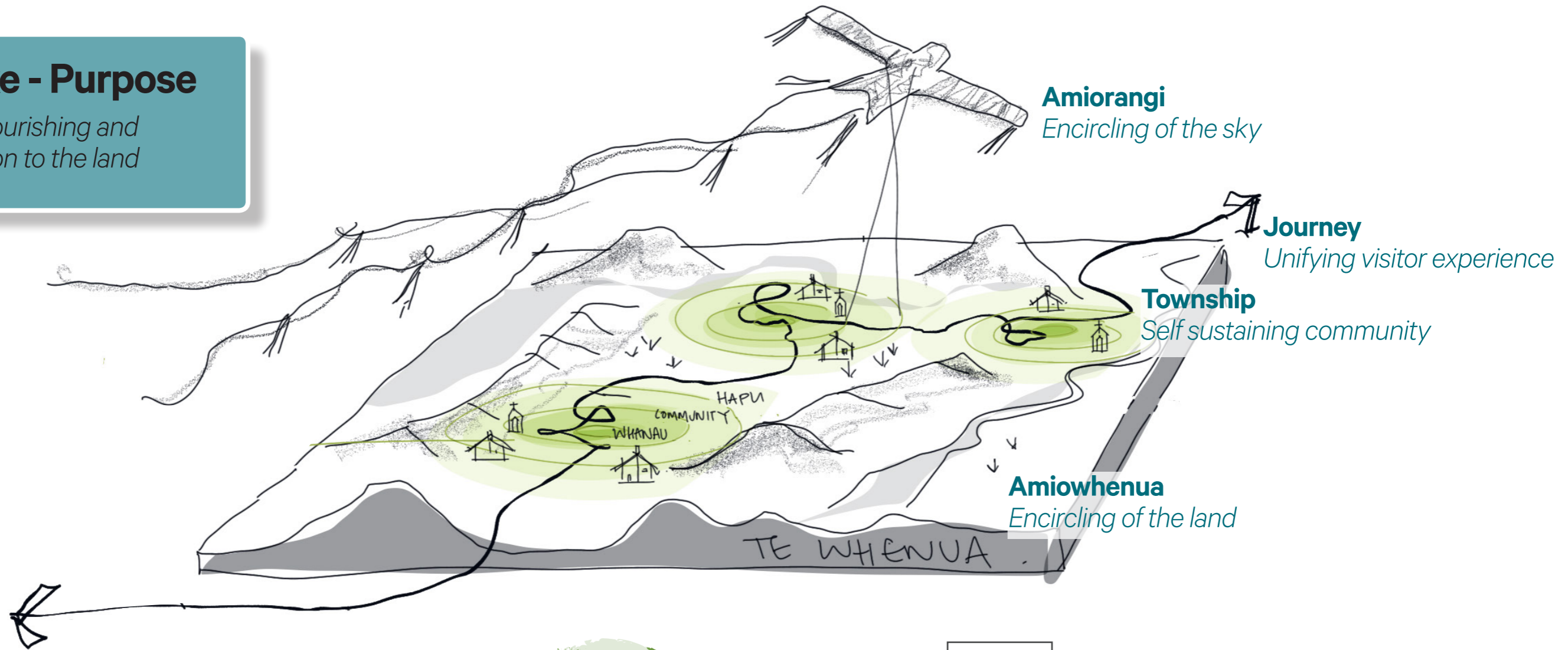
6. Appendices.



Project structure.

1. Pūtake - Purpose

Mutual flourishing and connection to the land



Tūmatanui
What is shared

Tūmataiti
What is held



Unlocking Mutual Benefits
Balance, Reciprocity, Tikanga

2. Design Kawa

Collaborative design process and relationships

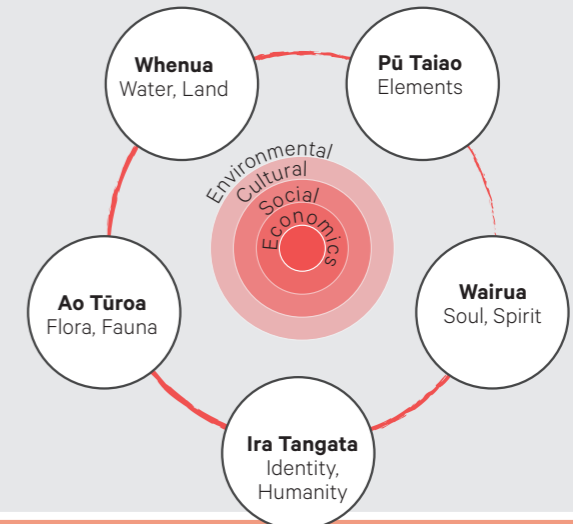


	Enablers		
Welcome/Farewell			
Mana	Relevance	Journey Scale	Township Scale
Manaakitanga			
Taurimatanga			

3. Kaupapa

Framework for infrastructure, corridor and spatial plans

Miharo



4. Mauri

Healthy measures, wellbeing evaluators and physical outcomes

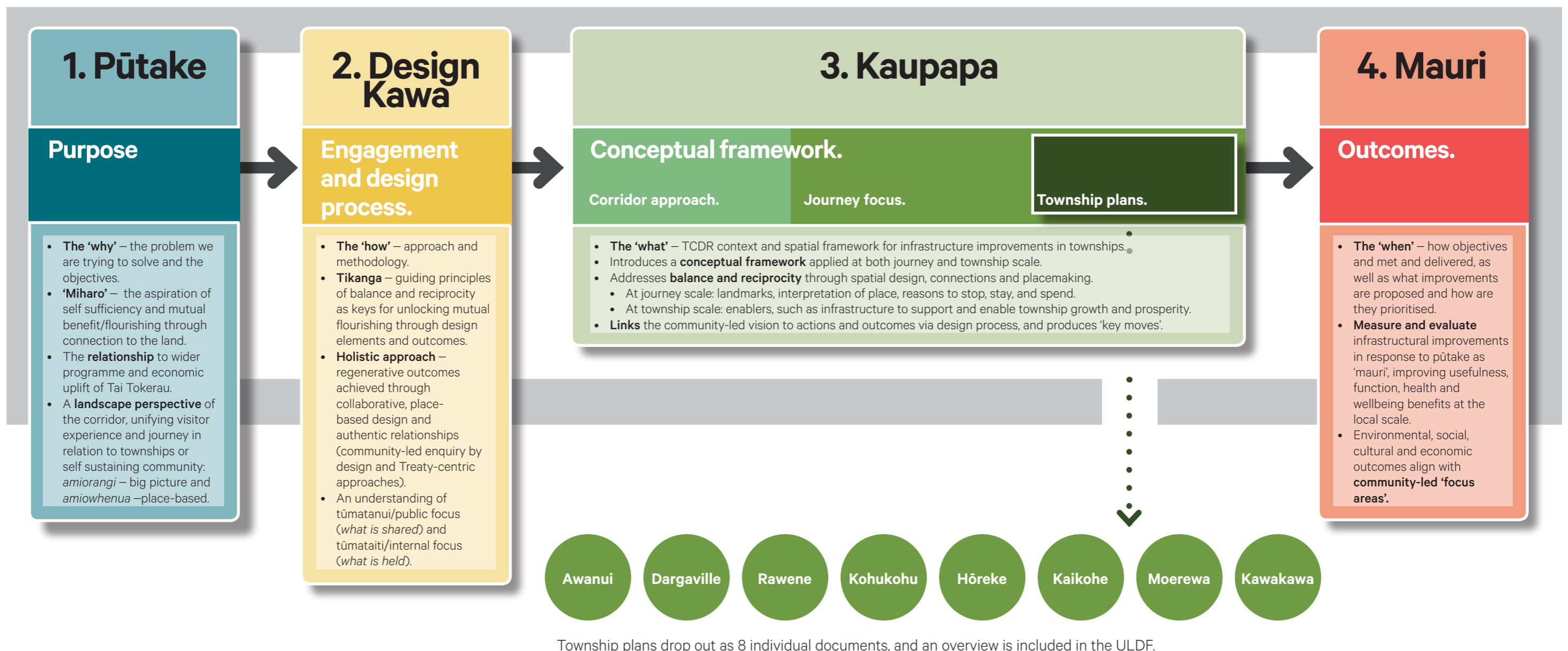
ULDF document structure.

Tēnā koutou, tēnā koutou, tēnā tātou katoa.

This collaborative Urban and Landscape Design Framework recognises the potential in Tai Tokerau/ Northland. It takes a **miharo** approach, positioning **excellence** as the focus for a shared visitor and community experience, the primary objective of the project. The **miharo** approach helps to generate the structure outlined below.

Drawing on the Northland Economic Action Plan and the Tai Tokerau Māori Development Plan, *He Tangata, He Whenua, He Oranga*, an **authentic** Treaty and tikanga-based framework document will enable and deliver economic uplift in Northland communities, directly representing a visitor experience based on mutual generosity.

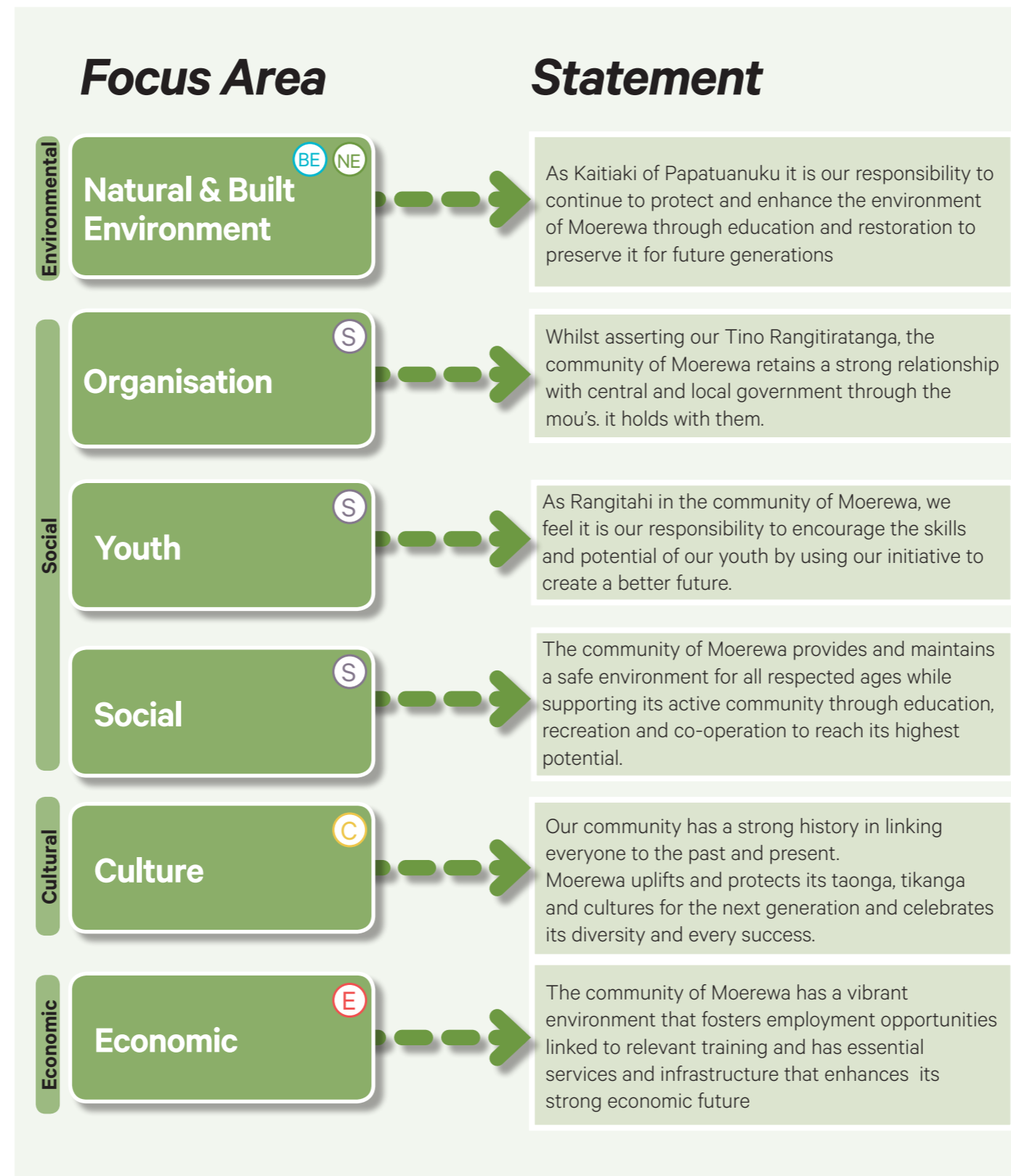
This ‘two worlds’ approach aligns the typical ULDF structural content with the culturally appropriate concepts outlined below to achieve a true ‘place-based enquiry by design’ process which integrates ULDF and Township workstreams to benefit Tai Tokerau Iwi, Hapū and communities in a way which builds on **participation** and **achievement**.



Moerewa: Community Plan.



'Moerewa is a unique environment that values its people, culture and history. It fosters an urban economy within a safe and clean attractive environment.'



Legend: existing land use

	Commercial Zone - FNDP
	Industrial Zone - FNDP
	Reserve Zone - FNDP
	Conservation zone
	School
	Heritage precinct
	Property boundaries
	State Highway
	Other roads
	Twin Coast Discovery Route
	Tourism Byway
	Twin Coast Cycleway
	Walking and cycling trails
	Functioning railway
	Waterways

Legend: Activity

	Church		Library
	School		Post office
	Marae		Supermarket
	Recreation		Retirement / Care Homes
	Accommodation		Playground
	Hospital		Information centre
	Parking		Toilets

Legend: community plans

	Social
	Culture
	Economics
	Built Environments
	Natural Environments

Note: This is a graphic representation of the Moerewa Community Plan 2017. Prepared for the purpose of and building on work already done by the community and transforming this into a spatial mapping outcome.

Moerewa township map.

State Highway implications

- Streams / Bush Area**
- NE Clean up the natural environment - pests, weeds and rubbish
 - NE Control farm run off
 - NE Beautify and establish walkways along riparian edges

- State Highway One**
- NE Roadside beautification
 - E Public transport system to Kawakawa daily

- Otiria Rail Depot**
- E Promote link to Otiria rail depot - road / rail / sea link

- Otiria Marae**
- C Community wānanga
 - Y Youth Activity

- Recreation**
- S Recreation Standards and Aesthetics
 - S Simpson Park Hall-Gym
 - C Town Working Bees
 - E Youth Activity

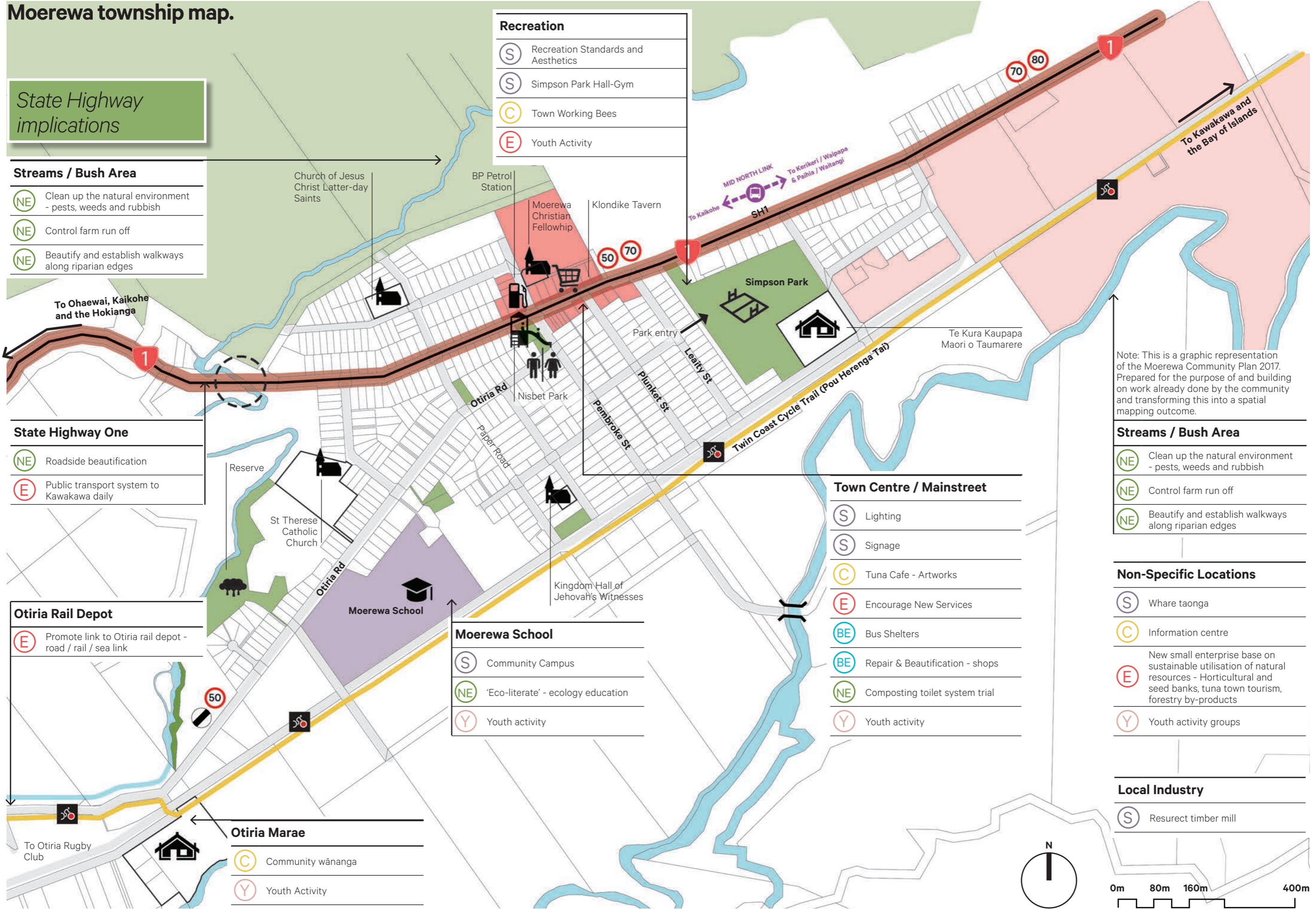
- Moerewa School**
- S Community Campus
 - NE 'Eco-literate' - ecology education
 - Y Youth activity

- Town Centre / Mainstreet**
- S Lighting
 - S Signage
 - C Tuna Cafe - Artworks
 - E Encourage New Services
 - BE Bus Shelters
 - BE Repair & Beautification - shops
 - NE Composting toilet system trial
 - Y Youth activity

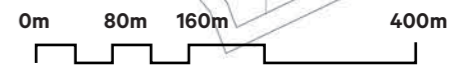
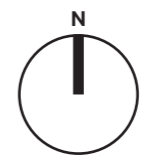
- Streams / Bush Area**
- NE Clean up the natural environment - pests, weeds and rubbish
 - NE Control farm run off
 - NE Beautify and establish walkways along riparian edges

- Non-Specific Locations**
- S Whare taonga
 - C Information centre
 - E New small enterprise base on sustainable utilisation of natural resources - Horticultural and seed banks, tuna town tourism, forestry by-products
 - Y Youth activity groups

- Local Industry**
- S Resurrect timber mill



Note: This is a graphic representation of the Moerewa Community Plan 2017. Prepared for the purpose of and building on work already done by the community and transforming this into a spatial mapping outcome.



Note: Paper roads not shown on this map.

Moerewa detail township map.

Legend: existing land use

	Commercial Zone - FNDP
	Industrial Zone - FNDP
	Reserve Zone - FNDP
	Conservation zone
	School
	Heritage precinct
	Property boundaries
	State Highway
	Other roads
	Twin Coast Discovery Route
	Tourism Byway
	Twin Coast Cycleway
	Walking and cycling trails
	Functioning Railway

Legend: Activity

	Church		Library
	School		Post office
	Marae		Supermarket
	Recreation		Shopping area
	Accommodation		Playground
	Hospital		Information centre
	Parking		Petrol Station

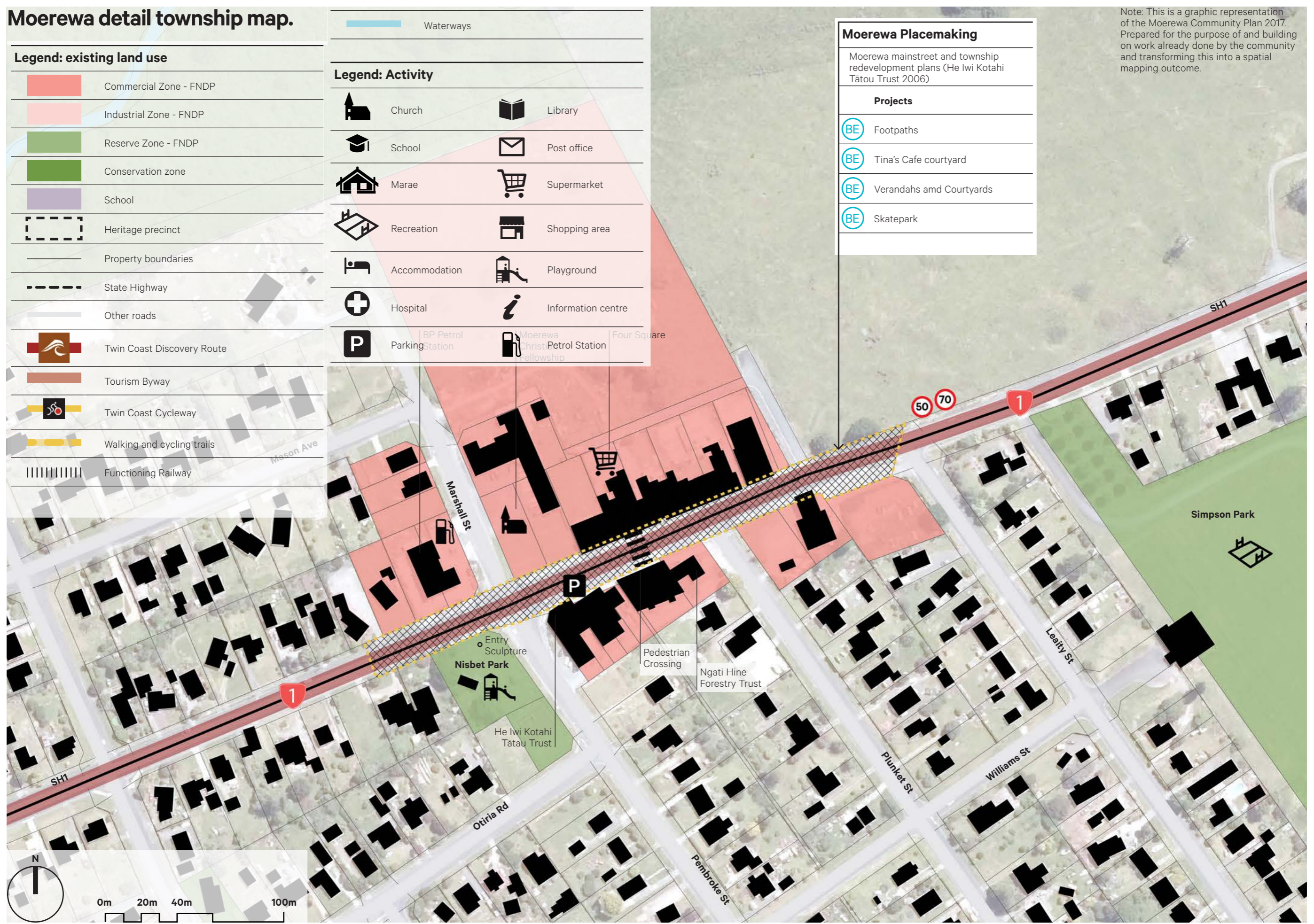
Moerewa Placemaking

Moerewa mainstreet and township redevelopment plans (He Iwi Kotahi Tātou Trust 2006)

Projects

- Footpaths
- Tina's Cafe courtyard
- Verandahs and Courtyards
- Skatepark

Note: This is a graphic representation of the Moerewa Community Plan 2017. Prepared for the purpose of and building on work already done by the community and transforming this into a spatial mapping outcome.



Workshop 1. Invitation and Programme.

An invitation to the Moerewa community

Twin Coast Discovery Highway Design Workshop

Join us and share your ideas in improving Moerewa's public spaces.



Cycle trail near Moerewa

The Twin Coast Discovery Highway is an 800km circular touring route of both the east and west coasts of Te Tai Tokerau, connecting key tourist attractions and communities.

Work undertaken in 2016-2017 identified areas for improvement to the route to help grow Northland's economy, through safer, reliable and accessible journeys.

The NZ Transport Agency is currently investigating improvement opportunities for eight townships along the Twin Coast Discovery Route. These townships include Awanui, Horeke, Rawene, Kohukohu, Dargaville, Kaikohe, Kawakawa and Moerewa.

As one of the eight townships, Moerewa has been identified as a key link for people connecting around the region. It is also a place with its own rich history, identity and we want to make sure that the community has an opportunity to give their input into this business case.

Improvements to Moerewa will align with the Moerewa Community Plan which was developed with local knowledge, stakeholder input and Far North District Council guidance. You can read more about the Moerewa township action plan here:

[CLICK HERE](#)

The Transport Agency would like to invite you to participate in our first community design workshops on:

Workshop 1

When: Tuesday 7 May 2019

Location: Te Punawai Centre, 52/54 George St, Moerewa

Time: 9am - 4:30pm

Please register your interest to attend the workshops by emailing northlandprojects@nzta.govt.nz

If you are unable to make the events, there will be an opportunity to provide your feedback through our website www.nzta.govt.nz/twin-coast-discovery-route.

What will happen at the community workshops?

The first workshop will focus on understanding the project and purpose of the business cases. We will then work with participants to map out key connections, places and experiences in Moerewa.

Workshop two will focus on testing design options and identifying and prioritising projects for improving Moerewa's public spaces.

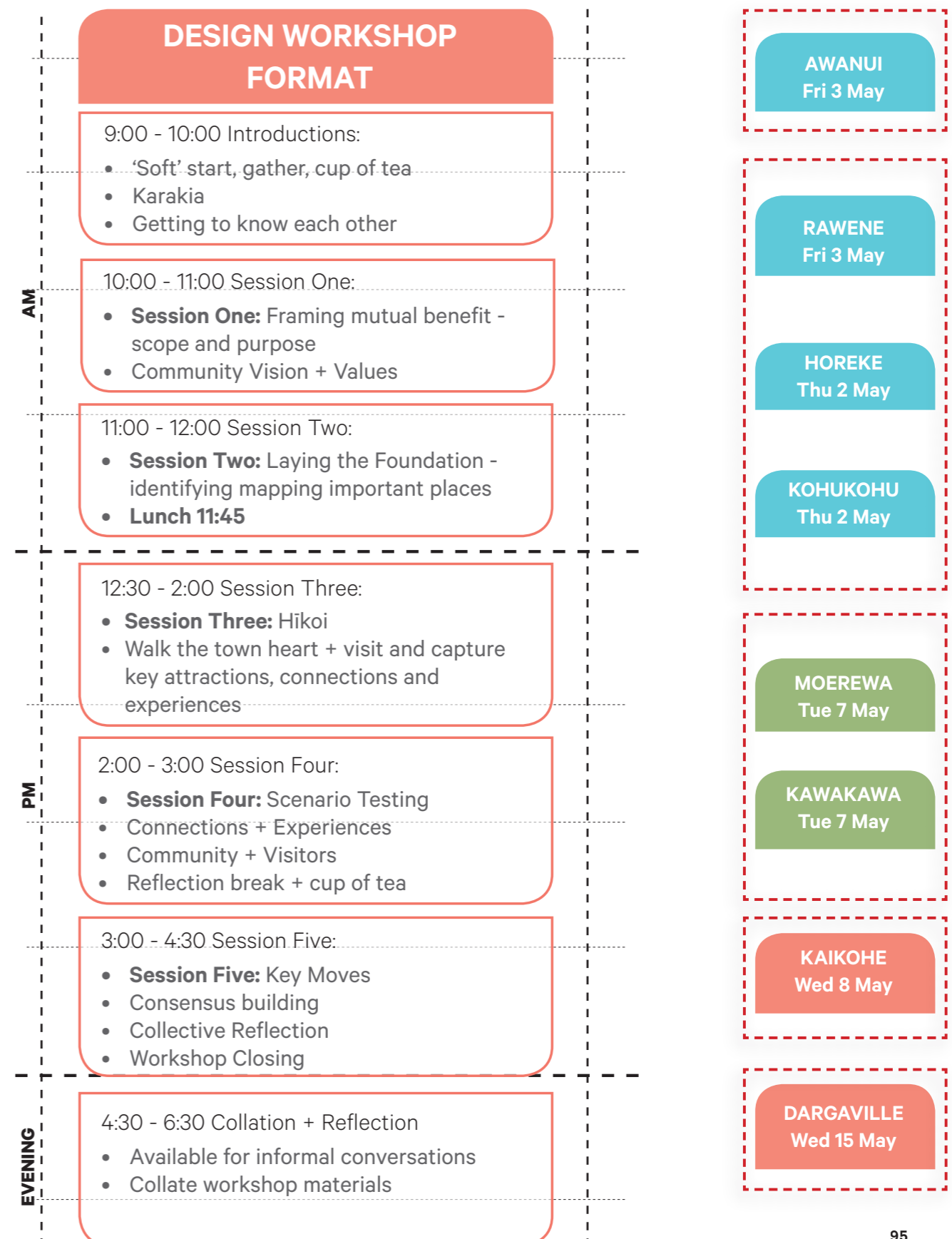
What is place based design?

These design sessions will be set up to get the community involved in the design. Participants will be actively involved in mapping and identifying improvements. We will collate these ideas together, identify and shape opportunities towards a project programme.

NORTHLAND TOWNSHIP ENGAGEMENTS: WORKSHOP FORMAT + PROGRAMME

Objective: First Round of IMAGINE Sessions

Relationship building + Mapping Spatial Moves



Workshop 1. Programme.

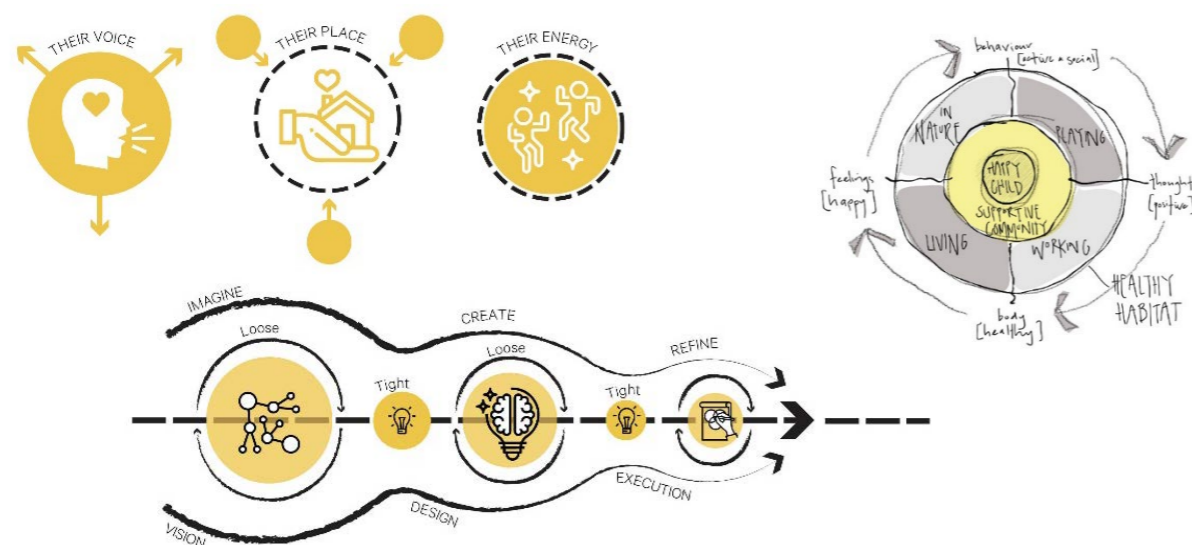
NORTHLAND TOWNSHIP ENGAGEMENTS: FORMAT STRUCTURE + PROGRAMME

		CLUSTER WEEK TWO						
		Objective: Relationship building + First Round of IMAGINE Sessions						
		MON 6 MAY	TUE 7 MAY	WED 8 MAY	THU 9 MAY	FRI 10 MAY	SAT 11 MAY	SUN 12 MAY
		PROJECT 'HOLDING' DAY	KAWAKAWA + MOEREWA TWO TEAMS IN TANDEM	KAIKOHE COMMUNITY WORKSHOP	PROJECT 'HOLDING' DAY	TRAVEL + DOWNPACK		
AM	9:00 - 5:00 Project 'Holding' Day	9:00 - 10:00 Introductions:	9:00 - 10:00 Introductions:	9:00 - 10:00 Introductions:	9:00 - 5:00 Project Holding Day	• Travel + Return Home		
	<ul style="list-style-type: none"> Available for relationship workshops to meet with Iwi/Hapū + stakeholders if/as required Holding time in the programme to follow up leads on townships undertaken Design time, collation of all workshop material 	<ul style="list-style-type: none"> 'Soft' start, gather, cup of tea Karakia Getting to know each other 	<ul style="list-style-type: none"> 'Soft' start, gather, cup of tea Karakia Getting to know each other 	<ul style="list-style-type: none"> Available for relationship workshops to meet with Iwi/Hapū + stakeholders if/as required Holding time in the programme to follow up leads on townships undertaken Design time, collation of all workshop material 				
PM	10:00 - 12:00 Session One + Two:	12:30 - 2:00 Session Three:	12:30 - 2:00 Session Three:	10:00 - 12:00 Session One + Two:				
	<ul style="list-style-type: none"> Session One: Framing mutual benefit Community focus Session Two: Laying Foundation Lunch 11:45 	<ul style="list-style-type: none"> Session Three: Hikoi Walk the town heart + visit key connections 	<ul style="list-style-type: none"> Session Three: Taonga Trail Activations 	<ul style="list-style-type: none"> Session One: Framing mutual benefit Community focus Session Two: Laying Foundation Lunch 11:45 				
	2:00 - 3:00 Session Four:	2:00 - 3:00 Session Four:	2:00 - 3:00 Session Four:	2:00 - 3:00 Session Four:				
	<ul style="list-style-type: none"> Session Four: Scenario Testing Connections + Experiences Community + Visitors Reflection break + cup of tea 	<ul style="list-style-type: none"> Session Four: Scenario Testing Connections + Experiences Community + Visitors Reflection break + cup of tea 	<ul style="list-style-type: none"> Session Four: Scenario Testing Connections + Experiences Community + Visitors Reflection break + cup of tea 	<ul style="list-style-type: none"> Session Four: Scenario Testing Connections + Experiences Community + Visitors Reflection break + cup of tea 				
	3:00 - 4:30 Session Five:	3:00 - 4:30 Session Five:	3:00 - 4:30 Session Five:	3:00 - 4:30 Session Five:				
	<ul style="list-style-type: none"> Session Five: Key Moves Consensus building Collective Reflection Workshop Closing 	<ul style="list-style-type: none"> Session Five: Key Moves Consensus building Collective Reflection Workshop Closing 	<ul style="list-style-type: none"> Session Five: Key Moves Consensus building Collective Reflection Workshop Closing 	<ul style="list-style-type: none"> Session Five: Key Moves Consensus building Collective Reflection Workshop Closing 				
EVENING	4:30 - 6:30 Collation + Reflection	4:30 - 6:30 Collation + Reflection	4:30 - 6:30 Collation + Reflection	4:30 - 6:30 Collation + Reflection				
	<ul style="list-style-type: none"> Available for informal conversations Collate workshop materials 	<ul style="list-style-type: none"> Available for informal conversations Collate workshop materials 	<ul style="list-style-type: none"> Available for informal conversations Collate workshop materials 	<ul style="list-style-type: none"> Available for informal conversations Collate workshop materials 				

Workshop 1. Outline.

Level of engagement: Spectrum of participation (based on IAP2)

Inform: TELL	Consult: ASK	Involve: DISCOVER	Collaborate: CREATE	Empower: DO
FACT SHEETS, LETTERS, DISPLAYS, WEBSITES, PRESENTATIONS	OPEN DAYS, FOCUS GROUPS, SURVEYS	WORKSHOPS, HIKOI, MEETINGS, ADVISORY GROUPS	ENQUIRY BY DESIGN/ CO-DESIGN/ CO-CREATE/ PARTICIPATORY DESIGN	MAKE, BUILD, PROTOTYPE, IMPLEMENT, EMPLOY
Keeping community informed. Providing clear information and updates that help the community understand the problems, opportunities, alternatives, and solutions.	Listening to and acknowledging concerns and aspirations, capturing thoughts and feedback and providing guidance on how inputs will influence decisions, or how to get more information	Working with / alongside the community throughout the process, drawing on local knowledge and expertise. Capturing ideas, collectively framing the process and reflecting back how input has influenced decisions	Partnering with the public, and using the design process to identify problems, options and solutions using creative, hands-on, interactive methods to build consensus and test ideas. Shaping and incorporating ideas to the maximum extent possible	Delegated decision making. Community is empowered to implement tangible outcomes, own outcomes, lead outputs



Outline approach: Purpose, goals and objectives for IMAGINE workshops (phase one)

Project Goal:	<p>Why we are engaging with township communities for this project</p> <ul style="list-style-type: none"> The Twin Coast Discovery Route interacts with 8 towns, each of which has different constraints and opportunities. The TCDR journey is the unifying element. Tourism (visitor industry) is the opportunity, community is the focus, transport infrastructure is the enabler The Township Plans project allows us to investigate how the TCDR programme can leverage better outcomes (mutual benefit) for each town to be self-sustaining We show how design/ spatial mapping can identify overlaps between visitor experience, and the everyday interaction and healthy functioning of communities Each community has a 'clustering relationship' with other towns at a network/ system design scale (buses, cycling trails, multi-modal) that has greater potential Each township has unique identifiers / distinctive qualities and character that we can draw out
Commitment:	<p>Our commitment to working with township communities for this project</p> <ul style="list-style-type: none"> We do our homework to understand where each community is at, what planning they have done, how organised they are around their action plans, what is /is not working We invite communities to tell us what is important to them, while we help translate this into spatial and physical outcomes by mapping and prioritising connections that reinforce place. We communicate why/how the TCDR programme will help each community achieve their vision and goals for community development (through investment and infrastructure). We listen, observe and reflect back how the input of each community has impacted on key concepts and priorities
Purpose:	<p>Why are we seeking community involvement in the process</p> <ul style="list-style-type: none"> An 'enquiry by design' process acknowledges the community-led approach adopted by FNDC and KDC To invite the community to help shape, guide and test decisions along the way (reach consensus) and embed local knowledge in the process To ensure that community values are refined and transferred into the township plan and priority projects, and wider opportunities created by a network/ cluster approach are explored To acknowledge, reflect and build on recent work already done, and the leadership and role of the 'Community Plan Working Groups'
Objectives: Phase one: Imagine	<p>What we hope to achieve for workshop sessions</p> <p>FRAME: Introductory session with Community Working Group:</p> <ul style="list-style-type: none"> Frame up project, potential benefits and parameters (TCDR and clustering context) Outline purpose of two separate clusters of 'enquiry by design' process Introduce purpose, process and principles (Pūtake, kawa, kaupapa, mauri) Gain insight to previous community roles and inputs/ process for involving wider community Reflect and collectively review community plans, vision and values (as spatial plan) Build collective understanding of scope, themes, drivers and physical outcomes (i.e. public realm improvements), and test with scenarios/ precedents Mark/highlight locations for hikoī- what do we need to test/ understand/ capture? <p>HIKOI: Hikoī wānanga with Community Working Group:</p> <ul style="list-style-type: none"> Ground truth and build on what we know or don't know- walk, track and map key connections, experiences and places/ attractions and public spaces

Workshop 1. Outline.

	<ul style="list-style-type: none"> Mindmap (spatially articulate) what is unique and important for the community, and capture character <p>WORKSHOP: Interactive mapping sessions with Community Working Group:</p> <ul style="list-style-type: none"> Demonstrate the benefit of spatially mapping 'key moves' to guide planning, placemaking and prioritisation Use design process to draw out key placemaking moves and themes as distinctive to place/ township from both community and visitor perspective Scenario testing and building consensus Discuss next steps- i.e. prioritisation of infrastructure improvement projects
Participants:	Who we are inviting and why
	<p>IMAGINE sessions (may 2019):</p> <ul style="list-style-type: none"> Targeted sessions, working closely with Community Working Groups (previously established to develop Community Plans) and hapu representatives. Building on work that has been done and relationships formed. Focusing on concepts, vision and objectives, we are inviting this core group (approx. 15-20 people) again to commence and 'own' this process of implementing the vision through the township plans. Invitations will go out via Community leads and distributed to Working Group network and hapu representatives (by email) Kay Council representatives for Far North and Kaipara invited (community development and urban planning) <p>CREATE sessions (in June 2019)</p> <ul style="list-style-type: none"> Targeted and open sessions Targeted workshops to test and confirm projects and priorities, and build on key connections, places and experiences identified in the first workshops May 2019. Actions, priorities, timeframes. Open studio sessions with wider community will happen in the second round, with 'cluster activation' events, designed to support movement and viewing between each township for the whole community. Collectively sharing the 'work in progress' Township Plans in each of these locations will help build on an understanding of local connections and networks, and the characteristics of the journey experience they share. Invitations sent via community leads, and posters distributed to wider networks (online and distributed in townships)
Method:	How we are engaging (Methods and techniques)
	<p>The 'enquiry by design' process is designed to be interactive and hands-on. We don't assume the answers, but rather understand the problems and create the solutions collaboratively with mana whenua and the community. That way, the solutions will have greater benefit to the community and greater potential ownership for future development. The framework and toolkit developed by Isthmus will guide this process and ensure that all voices are heard and embedded in the outcomes, testing scenarios and building consensus as we go.</p> <p>Guiding framework- how we work together</p> <ul style="list-style-type: none"> Urban Landscape Design Framework (ULDF) outline structure forms basis for communicating purpose and objectives: pūtake, design kawa, kaupapa and mauri <p>Hikoi methods</p> <ul style="list-style-type: none"> The community map a route and identifying stopping places. Community guide and we walk the route to understand problems, opportunities, attractions and treasured places. We invite people to speak at each stop. WE listen and observe. May be one group or break into smaller groups, depending on size of town and group.

	<ul style="list-style-type: none"> Listen, observe, photograph, sketch and record on map as we go Physically mark stopping locations and route with participant interaction and photo Polaroids to pin up – capture character and people <p>Workshop methods</p> <ul style="list-style-type: none"> Reflecting community vision, principles and focus areas (from Community Development Plans- as diagrams and spatial maps identifying potential public space/ physical improvements under themes of environment, social, cultural, economic Interactive mapping: Work together (two groups of approx. 7 people) to map 'key placemaking moves' by building from the land up- using the Isthmus co-design toolkit Marking treasures- the places, landscapes and features that are most important and unique Scenario testing- considering both community and visitor perspectives with scenario testing and mapping. Considering place, movement and experience and mapping communal spaces, decision points and attractors. Consensus building- overlapping and merging mapping layers by drawing up key connections, places and experiences as 'key moves' (concept framework), and developing objectives and outcomes for these using the kaupapa matrix
--	--

Workshop 1 Attendance Summary.

Workshop Summary.

Targeted sessions, working closely with Rawene Community Working Group (previously established to develop Community Plan) and Iwi hapū representatives. Building on work that has been done and relationships formed. Focusing on concepts, vision and objectives, we invited a core group (targeting for approx. 15-20 people) to commence and 'own' this process of implementing the vision through the township plans.

Invitations: Invitations went out via Community leads and distributed to Working Group network and hapū representatives (by email)

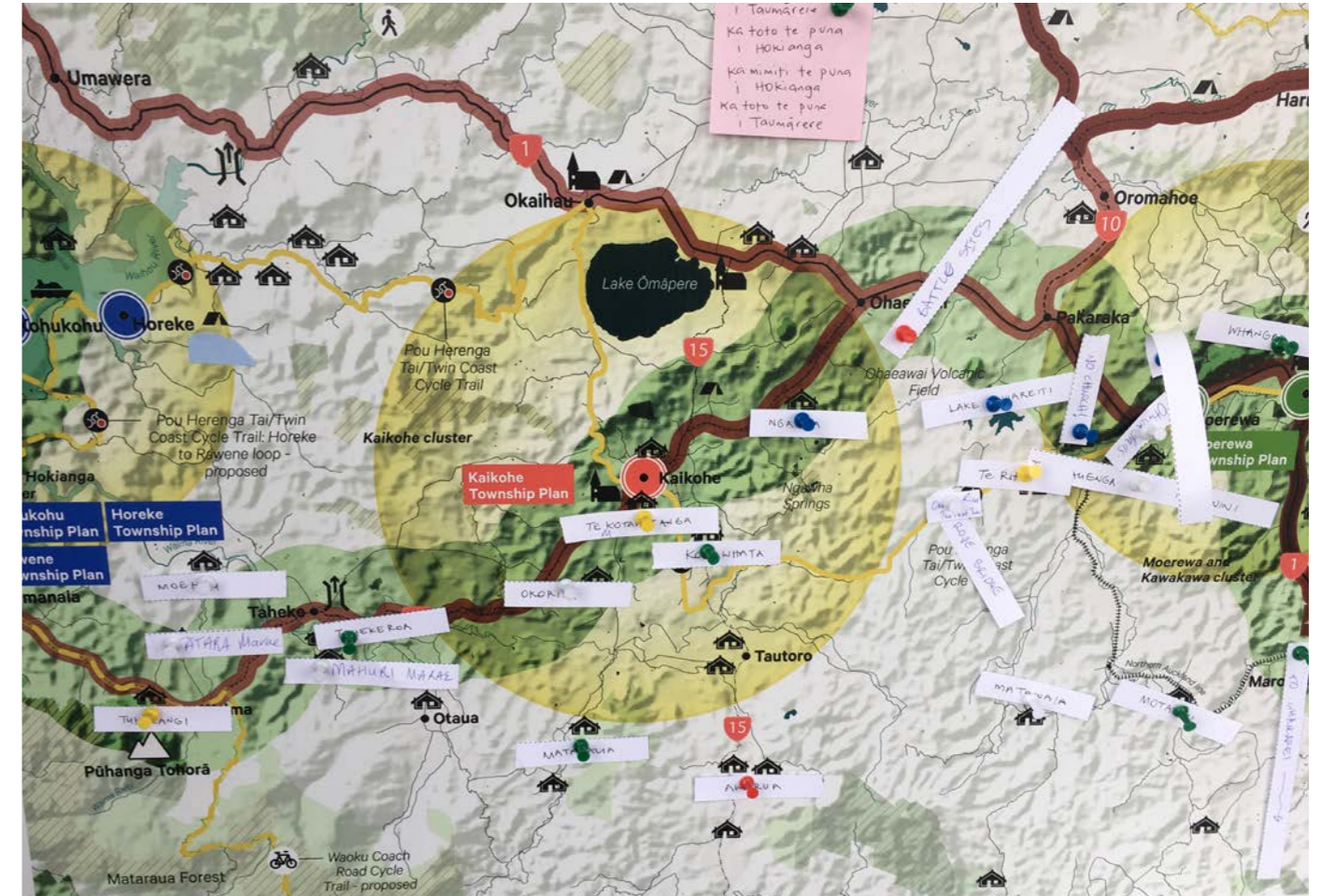
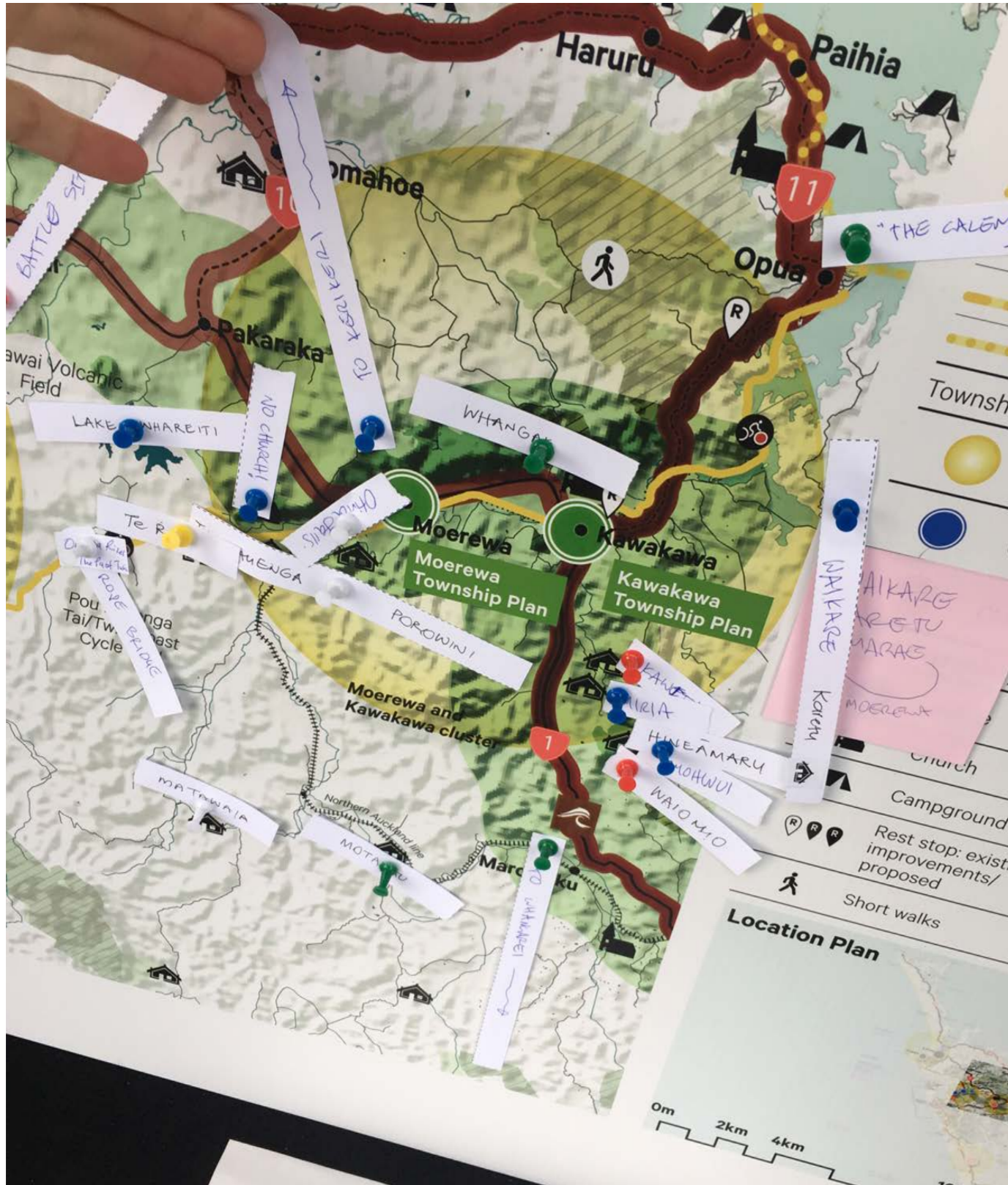
Representatives: Key Council representatives for Far North and Kaipara invited (community development and urban planning). A mix of local body representatives and community members attended, along with local business owners, accommodation suppliers, community group representatives and Hokianga tourism representatives.

Location: Te Punawai Centre, Corner of Main Road and Marshall Street, Moerewa. Date: 25 June 2019.

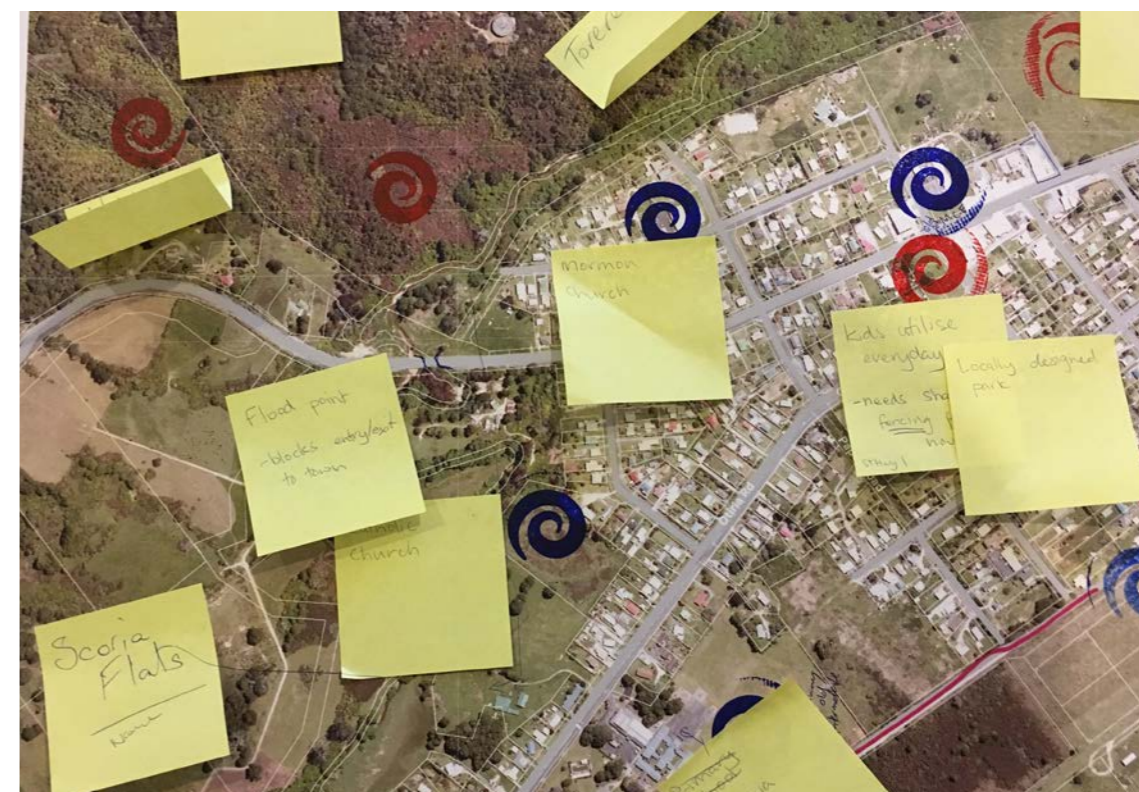
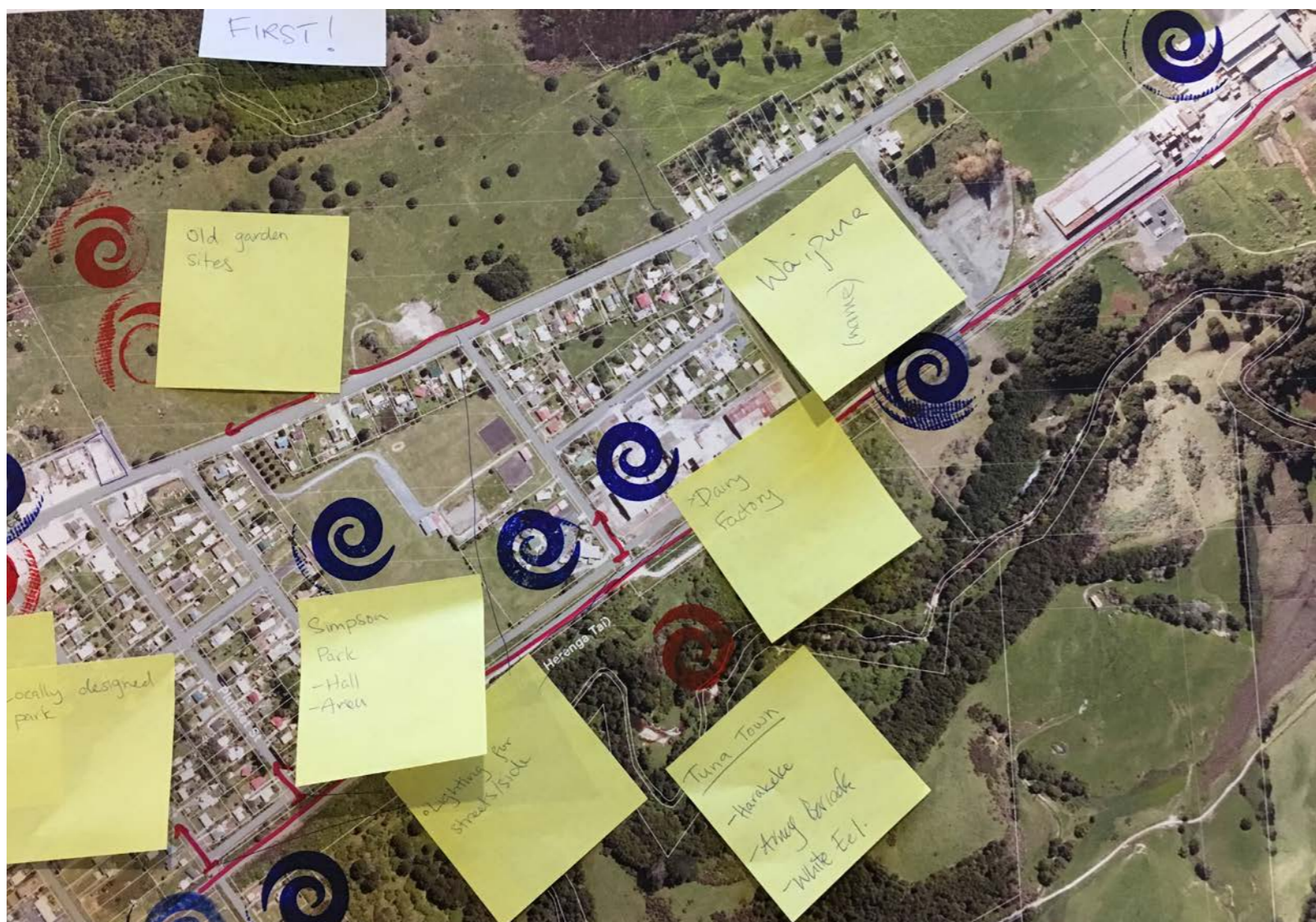
Workshop Attendance: 21

Comments: A strong community presence- with key community leaders who have been active in Moerewa for a number of years.

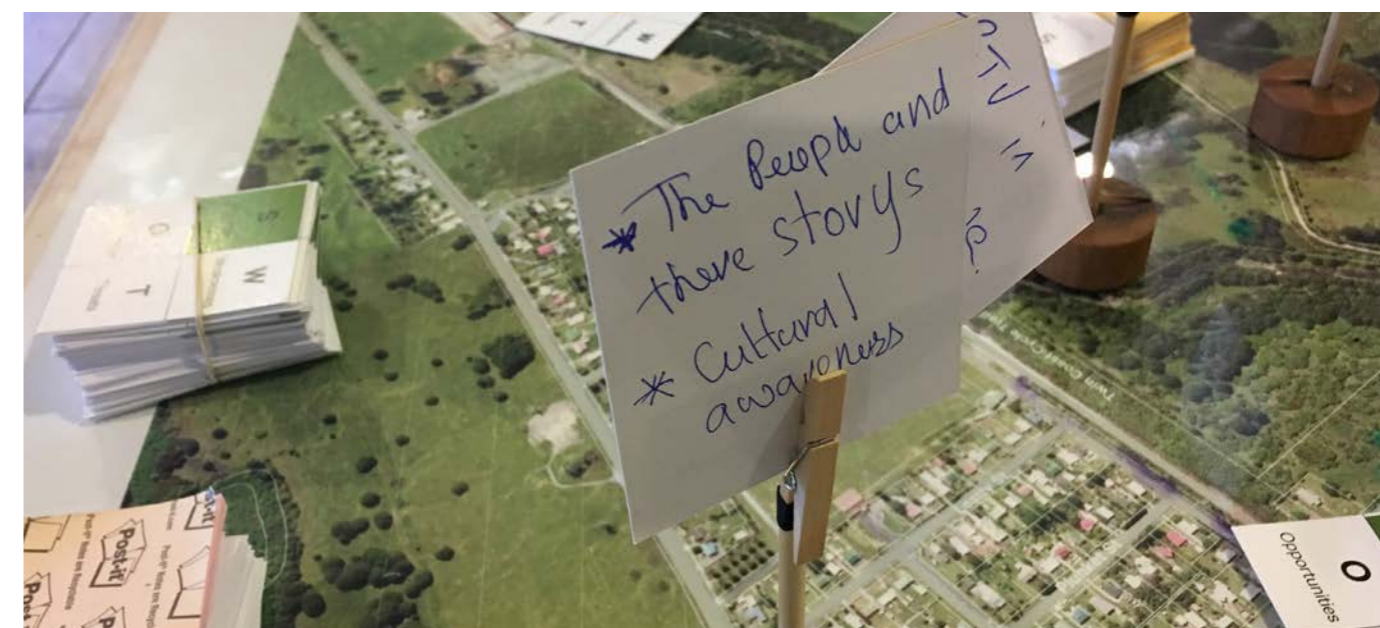
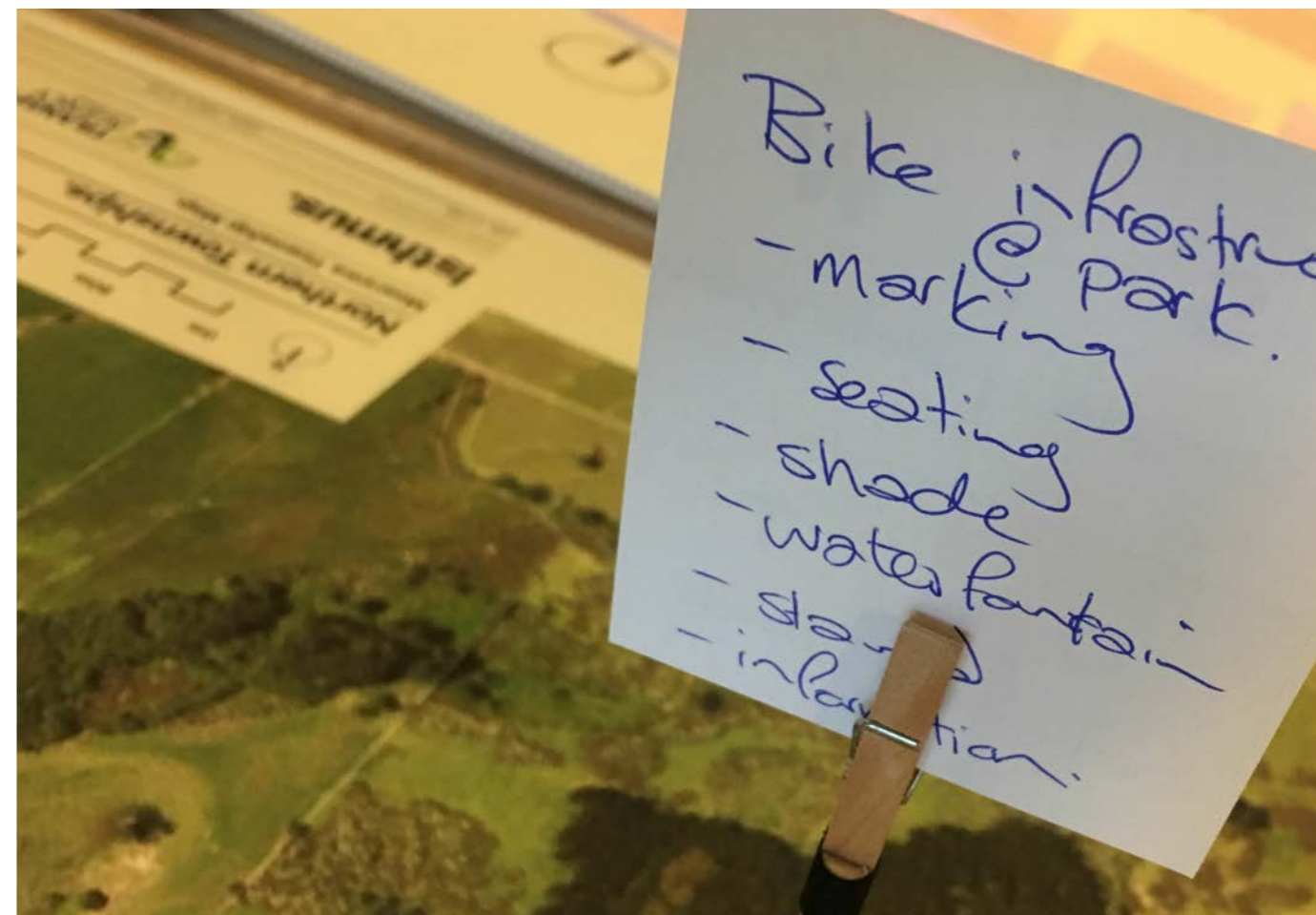
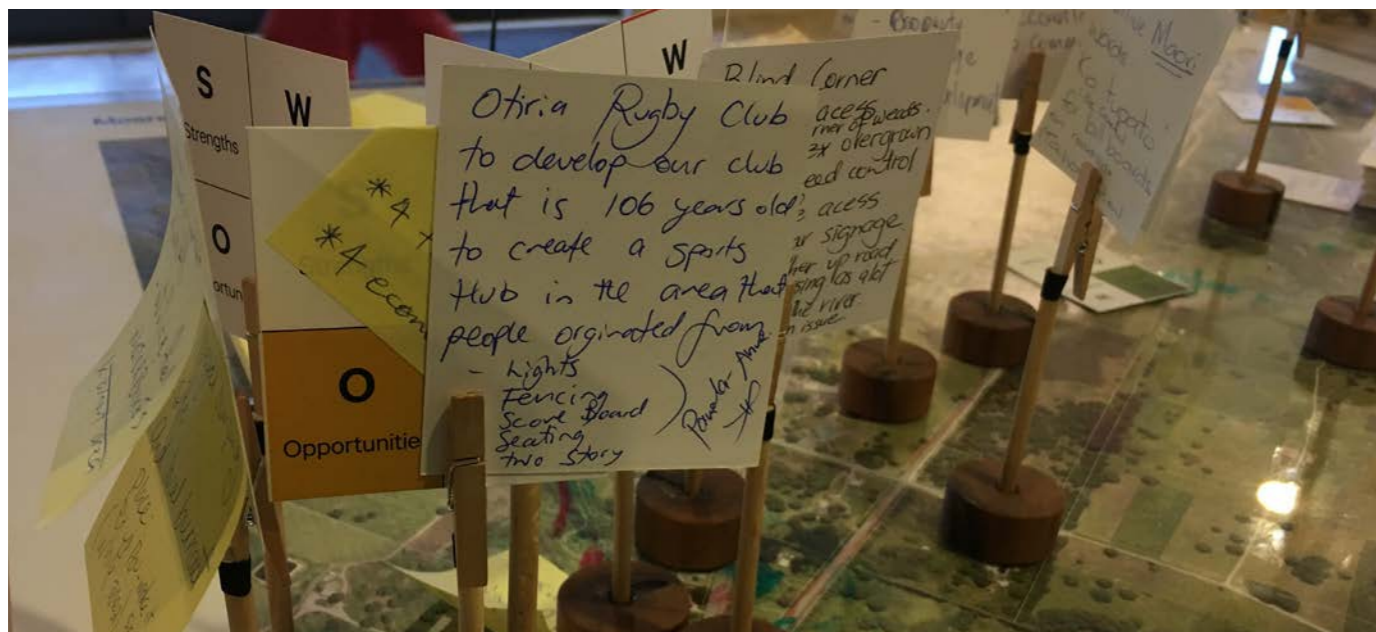
Workshop 1. Framing Community Visions and Values.



Workshop 1. Laying the Foundations - Interactive Mapping of Valued Places.



Workshop 1. SWOT Mapping & Hikio Wānanga.



Workshop 2. Invitation.

An invitation to the Moerewa community

Twin Coast Discovery Highway Community drop-in session

Join us and share your ideas in improving public spaces in Moerewa.



Cycle trail near Moerewa

The Twin Coast Discovery Highway is an 800km circular touring route of both the east and west coasts of Te Tai Tokerau, connecting key tourist attractions and communities.

Work undertaken in 2016-2017 identified areas for improvement to the route to help grow Northland's economy, through safer, reliable and accessible journeys.

The NZ Transport Agency is currently investigating potential improvement opportunities for eight townships along the Twin Coast Discovery Highway. These townships include Awanui, Horeke, Rawene, Kohukohu, Dargaville, Kaikohe, Kawakawa and Moerewa.

As one of the eight townships, Moerewa has been identified as a key link for people connecting around the region. It is also a place with its own rich history, identity and we want to make sure that the community has an opportunity to give their input into the township plan and potential improvement opportunities.

The current phase includes the development of the township plan and is dependent on further funding for implementation.

The Transport Agency would like to invite you to drop in, meet the project team, and give your feedback on the Moerewa Township plan and potential improvement opportunities.

Community drop-in session

When: Tuesday 25 June 2019

Location: Te Punawai Centre, Corner of Main Road and Marshall St, Moerewa

Time: 3.30pm - 7:30pm

If you are unable to make the drop-in session, there will be an opportunity to provide your feedback through our website www.nzta.govt.nz/twin-coast-discovery-route.

NORTHLAND TOWNSHIP ENGAGEMENTS: WORKSHOP FORMAT + PROGRAMME

Objective: Second Round of CREATE Sessions

Key Moves + Benefits

PM

EVENING

DESIGN WORKSHOP FORMAT

Session One:

- Recap process / information gathering and understanding (SWOT)

Session Two:

- Key Moves (Vision and Objectives)

Session Three:

- Focus Areas (Key Concepts and Priorities)

Session Four:

- Cluster approach (Journey Maps)

Session Five:

- Benefits and Measures

Open Session

HOREKE
Fri 26 July

KOHUKOHU
Thu 20 June

RAWENE
Fri 21 June

AWANUI
Fri 21 June

MOEREWAI
Tue 25 June

KAWAKAWA
Tue 25 June

KAIKOHE
Thu 27 June

DARGAVILLE
Wed 03 July

Workshop 2. Programme.

NORTHLAND TOWNSHIPS & TWIN COAST DISCOVERY ROUTE: COMMUNITY ENGAGEMENT PROGRAMME / Round Two

WORKSHOP TWO- CREATE

Objective: Scenario Testing + Refinement of Workshop Sessions

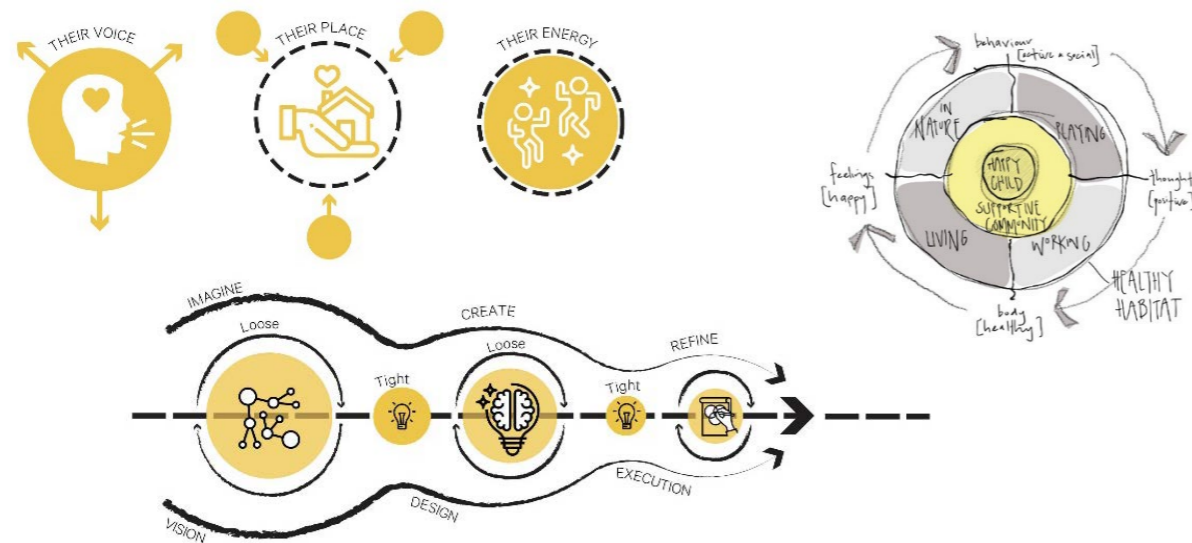
	MON 24 JUN	TUE 25 JUN	WED 26 JUN	THU 27 JUN	FRI 28 JUN	SAT 29 JUN	SUN 30 JUN
AM	PROJECT 'HOLDING' DAY 9:00 - 5:00 Project 'Holding' Day <ul style="list-style-type: none"> Available for relationship workshops to meet with Iwi/Hapū + stakeholders if/as required Holding time in the programme to follow up leads on townships undertaken Design time, collation of all workshop material 	KAWAKAWA + MOEREWA TWO TEAMS IN TANDEM 9:00 - 10:00 Introductions: <ul style="list-style-type: none"> 'Soft' start, gather, cup of tea Karakia Project review and update 10:00 - 12:00 Session One + Two: <ul style="list-style-type: none"> Session One: Testing the plans and confirming the key moves Session Two: Setting the projects and actions Lunch 12:00 	PROJECT 'HOLDING' DAY 9:00 - 5:00 Project 'Holding' Day <ul style="list-style-type: none"> Available for relationship workshops to meet with Iwi/Hapū + stakeholders if/as required Holding time in the programme to follow up leads on townships undertaken Design time, collation of all workshop material 	KAIKOHE COMMUNITY WORKSHOP 9:00 - 10:00 Introductions: <ul style="list-style-type: none"> 'Soft' start, gather, cup of tea Karakia Project review and update 10:00 - 12:00 Session One + Two: <ul style="list-style-type: none"> Session One: Testing the plans and confirming the key moves Session Two: Setting the projects and actions Lunch 12:00 	TRAVEL + DOWNPACK <ul style="list-style-type: none"> Travel + Return Home 		
PM		12:00 - 2:30 Session Three + Four: <ul style="list-style-type: none"> Session Three: Aligning and prioritising the projects and actions Session Four: Setting up for the open studio and public session 		12:00 - 2:30 Session Three + Four: <ul style="list-style-type: none"> Session Three: Aligning and prioritising the projects and actions Session Four: Setting up for the open studio and public session 			
EVENING		CLUSTER EVENT + PUBLIC ACTIVATION CLUSTER EVENT: 3PM - 6PM Afternoon session and public invite event to bring Kawakawa and Moerewa participants together - cycle event between townships <ul style="list-style-type: none"> Pin-up display and drop in sessions at each township 		OPEN STUDIO PUBLIC INVITE 3:30 - 6:00 Open Studio <ul style="list-style-type: none"> Pin-up display and drop in sessions Project and prioritising activities Feedback and discussion opportunities with the community working group and the project team Align with Thursday night markets 			
	TEAM ALLOCATION <ul style="list-style-type: none"> ALL 	TEAM ALLOCATION <ul style="list-style-type: none"> Kawakawa: DP / MH / ANA / Mere Moerewa: HK / SB / Tukaha / Manawanui 	TEAM ALLOCATION <ul style="list-style-type: none"> Kawakawa: HK/DP/MH/ SB/ANA 	TEAM ALLOCATION <ul style="list-style-type: none"> ALL 	TEAM ALLOCATION <ul style="list-style-type: none"> ALL 		

***Note : Dargaville to occur following week beginning 1 JUL**

Workshop 2. Outline.

Level of engagement: Spectrum of participation (based on IAP2)

Inform: TELL	Consult: ASK	Involve: DISCOVER	Collaborate: CREATE	Empower: DO
FACT SHEETS, LETTERS, DISPLAYS, WEBSITES, PRESENTATIONS	OPEN DAYS, FOCUS GROUPS, SURVEYS	WORKSHOPS, HIKOI, MEETINGS, ADVISORY GROUPS	ENQUIRY BY DESIGN/ CO-DESIGN/ CO-CREATE/ PARTICIPATORY DESIGN	MAKE, BUILD, PROTOTYPE, IMPLEMENT, EMPLOY
Keeping community informed. Providing clear information and updates that help the community understand the problems, opportunities, alternatives, and solutions.	Listening to and acknowledging concerns and aspirations, capturing thoughts and feedback and providing guidance on how inputs will influence decisions, or how to get more information	Working with / alongside the community throughout the process, drawing on local knowledge and expertise. Capturing ideas, collectively framing the process and reflecting back how input has influenced decisions	Partnering with the public, and using the design process to identify problems, options and solutions using creative, hands-on, interactive methods to build consensus and test ideas. Shaping and incorporating ideas to the maximum extent possible	Delegated decision making. Community is empowered to implement tangible outcomes, own outcomes, lead outputs



Outline approach: Purpose, goals and objectives for CREATE workshops (phase two)

Project Goal:	<p>Why we are engaging with township communities for this project</p> <ul style="list-style-type: none"> The Twin Coast Discovery Route interacts with 8 towns, each of which has different constraints and opportunities. The TCDR journey is the unifying element. Tourism (visitor industry) is the opportunity, community is the focus, transport infrastructure is the enabler The Township Plans project allows us to investigate how the TCDR programme can leverage better outcomes (mutual benefit) for each town to be self-sustaining Design/ spatial mapping can identify overlaps between visitor experience, and the everyday interaction and healthy functioning of communities Each community has a 'clustering relationship' with other towns at a network/ system design scale (buses, cycling trails, multi-modal) that has greater potential Each township has unique identifiers / distinctive qualities and character that we can draw out
Commitment:	<p>Our commitment to working with township communities for this project</p> <ul style="list-style-type: none"> We do our homework to understand where each community is at, what planning they have done, how organised they are around their action plans, what is /is not working We invite communities to tell us what is important to them, while we help translate this into spatial and physical outcomes by mapping and prioritising connections that reinforce place. We communicate why/how the TCDR programme will help each community achieve their vision and goals for community development (through investment and infrastructure), We listen, observe and reflect back how the input of each community has impacted on key concepts and priorities
Purpose:	<p>Why are we seeking community involvement in the process</p> <ul style="list-style-type: none"> An 'enquiry by design' process acknowledges the community-led approach adopted by FNDC and KDC To invite the community to help shape, guide and test decisions along the way (reach consensus) and embed local knowledge in the process To ensure that community values are refined and transferred into the township plan and priority projects, and wider opportunities created by a network/catchment/ cluster approach are explored To acknowledge, reflect and build on recent work already done, and the leadership and role of the 'Community Plan Working Groups'
Objectives:	<p>What we hope to achieve for workshop sessions</p> <ul style="list-style-type: none"> An robust understanding of community needs and opportunities for township improvements that will achieve mutual benefit A community perspective on what might attract visitors to stop, stay and spend – the catalyst for economic uplift in Tai Tokerau A deep and wide understanding of what could enhance township safety, place and function- the enablers, including transport infrastructure and place based improvements
Participants:	<p>Who we are inviting and why</p> <p>IMAGINE sessions (may 2019):</p> <ul style="list-style-type: none"> Targeted sessions, working closely with Community Working Groups (previously established to develop Community Plans) and Iwi hapu representatives. Building on work that has been done and relationships formed. Focusing on concepts, vision and objectives, we are inviting this core group (approx. 15-20 people) again to commence and 'own' this process of implementing the vision through the township plans.

Workshop 2. Outline.

	<ul style="list-style-type: none"> • Invitations will go out via Community leads and distributed to Working Group network and hapu representatives (by email) • Key Council representatives for Far North and Kaipara invited (community development and urban planning) <p>CREATE sessions (in June 2019)</p> <ul style="list-style-type: none"> • Targeted and open sessions • Targeted workshop session to test and confirm projects and priorities, and build on key connections, places and experiences identified in the first workshops May 2019. Actions, priorities, timeframes. • Open studio session with wider community will happen in the second round. Sharing the 'work in progress' Township Plans in each of these locations will help confirm, ground and evolve the Township Plans. • Invitations sent via community leads, and posters distributed to wider networks (online and distributed in townships)
Method:	<p>How we are engaging (Methods and techniques)</p> <p>The 'enquiry by design' process is designed to be interactive and hands-on. We don't assume the answers, but rather understand the problems and create the solutions collaboratively with mana whenua and the community. That way, the solutions will have greater benefit to the community and greater potential ownership for future development. The framework and toolkit developed by Isthmus will guide this process and ensure that all voices are heard and embedded in the outcomes, testing scenarios and building consensus as we go.</p> <p>Guiding framework- how we work together</p> <ul style="list-style-type: none"> • Urban Landscape Design Framework (ULDF) outline structure forms basis for communicating purpose and objectives: pūtake, design kawa, kaupapa and mauri <p>Enquiry by design methods</p> <ul style="list-style-type: none"> • Reflecting community vision, principles and focus areas (as diagrams and spatial maps identifying potential public space/ physical improvements) • Interactive mapping and scenario testing: using the Isthmus co-design toolkit. Considering both community and visitor perspectives with scenario testing and mapping. Considering place, movement and experience and mapping communal spaces, decision points and attractors. • Consensus building: measures and benefits that define and achieve impact in each community, and

Workshop 2 Attendance Summary.

Workshop Summary.

Part One - Morning: Targeted workshop session to test and confirm projects and priorities, and build on key connections, places and experiences identified in the first workshops May 2019. Actions, priorities, timeframes.

Part Two - Evening: Open Community Drop-In session with wider community. Sharing the 'work in progress' Township Plans in each of these locations to help confirm, ground and evolve the Township Plans.

Invitations: Sent via community leads and Round One participants, local newspapers and radio adverts, posters distributed to wider networks (online and distributed in townships)

General Comments.

A noticeable drop experienced in attendance for some of the workshop sessions. Demands and time commitments for community members in smaller towns has an impact, particularly at times of Tangihanga.

Many people who did come for Round Two had already been to Round One.

The Community Drop in sessions saw a range of new comers (those who had not been part of the workshop process).

In general, a good balance of local body representatives, community leaders and business owners present.

Location: Te Punawai Centre, Corner of Main Road and Marshall Street, Moerewa. Date: 26 June 2019.

Workshop Attendance: 1

Drop in Session Attendance: 13

Comments: A poor turnout for the full day session- a few key members not able to attend, however most of the community came for the drop in session.

Workshop 2. SWOT Matrix.

Theme: **Safe Journey/Mainstreet** Twin Coast MAIN ST. Moerewa

S Strength	W Weakness	S Strength	W Weakness	S Strength	W Weakness	S Strength	W Weakness
O Opportunity	T Threat	O Opportunity	T Threat	O Opportunity	T Threat	O Opportunity	T Threat

Journey

- Connect and mark**
 - Most of Northland goes through Moerewa
 - Identity – celebrate with positive messages
- Support infrastructure that connects Moerewa**
 - Rail opportunity
 - By pass options
- Improve signage and 'markers'**
 - Identify and locate the real Moerewa

Mainstreet/Civic Heart

- Boutification of the main street and basic maintenance
- Creative energy/tidy and improve for people
 - Support local initiative
 - Innovation hub
 - Shared working space

Isthmus. TRANSPORT AGENCY Provincial Growth Fund Twin Coast Discovery
Date: 18/08/2019

Theme: **Destination/Landscape** Moerewa

S Strength	W Weakness	S Strength	W Weakness	S Strength	W Weakness	S Strength	W Weakness
O Opportunity	T Threat	O Opportunity	T Threat	O Opportunity	T Threat	O Opportunity	T Threat

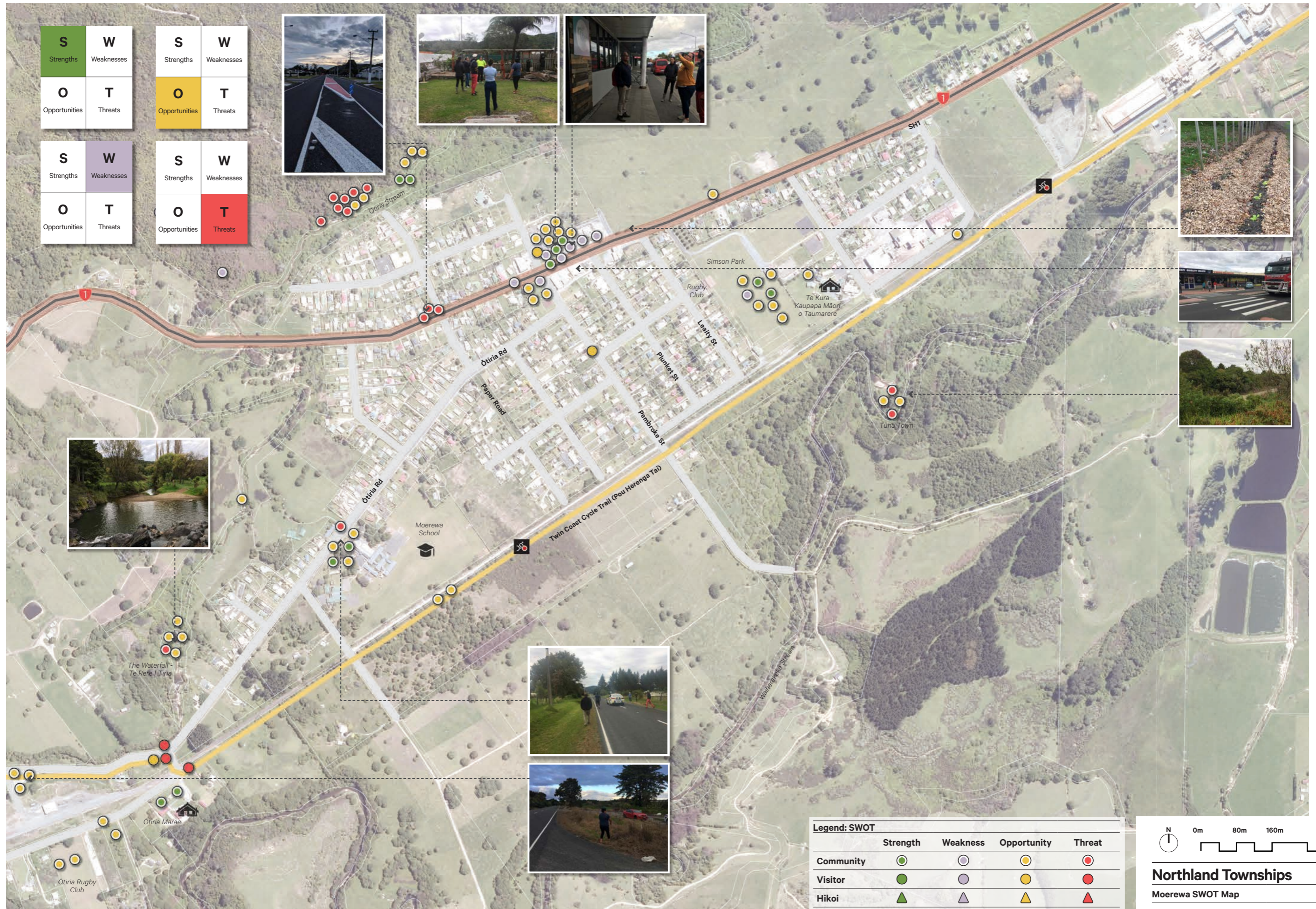
Destination

- Identity.**
 - Create spaces of identity: the real Moerewa/Oria. The watering holes are where Moerewa began
 - Change stigma and celebrate youth – places of community identity of Moerewa
 - Make places safe, accessible and connected (ie traffic hotspots)
 - Connect the Twin Coast Cycle trail into the township and celebrate Moerewa – for visitors and community

Landscape

- Local knowledge/history and presence in the area
- Continue to involve and support community in the creation and shaping of their identity
- A lot of what makes this community strong – they do when they lead
- The community is the landscape
- Environmental conditions hold Moerewa back
- Weed and stream infestation – the two rivers are the life blood of this community
- Use the strength and knowledge of whānau, instill regeneration in the land and the people
- Innovative/composting toilets – local grown initiatives to support growth and environment
- Resilience to flooding
- Local jobs and opportunities

Isthmus. TRANSPORT AGENCY Provincial Growth Fund Twin Coast Discovery
Date: 18/08/2019



S Strengths	W Weaknesses	S Strengths	W Weaknesses
O Opportunities	T Threats	O Opportunities	T Threats
S Strengths	W Weaknesses	S Strengths	W Weaknesses
O Opportunities	T Threats	O Opportunities	T Threats

Legend: SWOT

	Strength	Weakness	Opportunity	Threat
Community	Green Circle	Purple Circle	Yellow Circle	Red Circle
Visitor	Green Circle	Purple Circle	Yellow Circle	Red Circle
Hikoī	Green Triangle	Purple Triangle	Yellow Triangle	Red Triangle

N
0m 80m 160m 400m

Northland Townships

Moerewa SWOT Map

Workshop 2. Testing Key Concepts.

Community will like the _____ because it _____

Adding _____ will make this town _____

The _____ would also be good at _____

Visitors will like the _____ because it _____

I like the _____ because it helps _____

Community will like the _____ because it _____

Adding _____ will make this town _____

The _____ would also be good at _____

I like the _____ because it helps _____

Visitors will like the _____ because it _____

Key Move 1
Identify with landscape
Healthy streams and green links.
Celebrate the 'twin streams' and connect to key awa locations
Mark and identify key links along a connected green network highlighting environmental and cultural stones
Healthy edges: restoration planting and flooding resilience

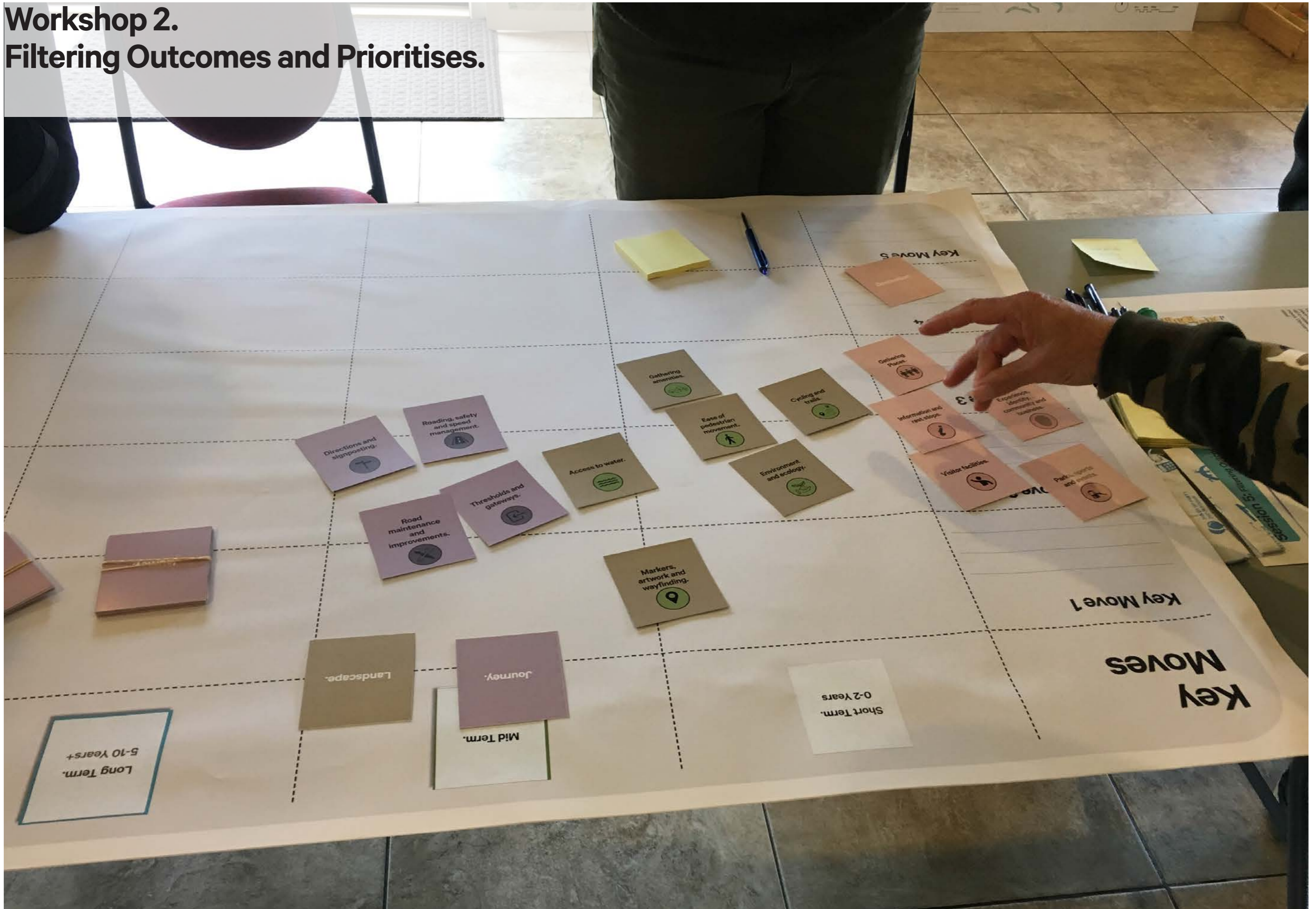
Key Move 2
Slowing the journey
Slow centre and safe connections.
Slow traffic from township approaches sequence and repetition of treatment
Safe connections cycling and walking between centre to awa and cycle trail
Tighten the town centre with friction and shared zones
Navigation markers at decision points

Key Move 3
Coming to life
Moerewa innovation.
Central and communal 'hub' for activity, safe, open and connected with clear links to Moerewa town centre
Develop stopping point, pull over area for visitors with information and facilities
Street based social interactions

Legend

Scale: 0m, 20m, 40m, 60m

Workshop 2. Filtering Outcomes and Prioritises.



Isthmus.