

# Rawene. 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 Matakoho (based in Whangarei).

The design team wish to thanks the Rawene 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**

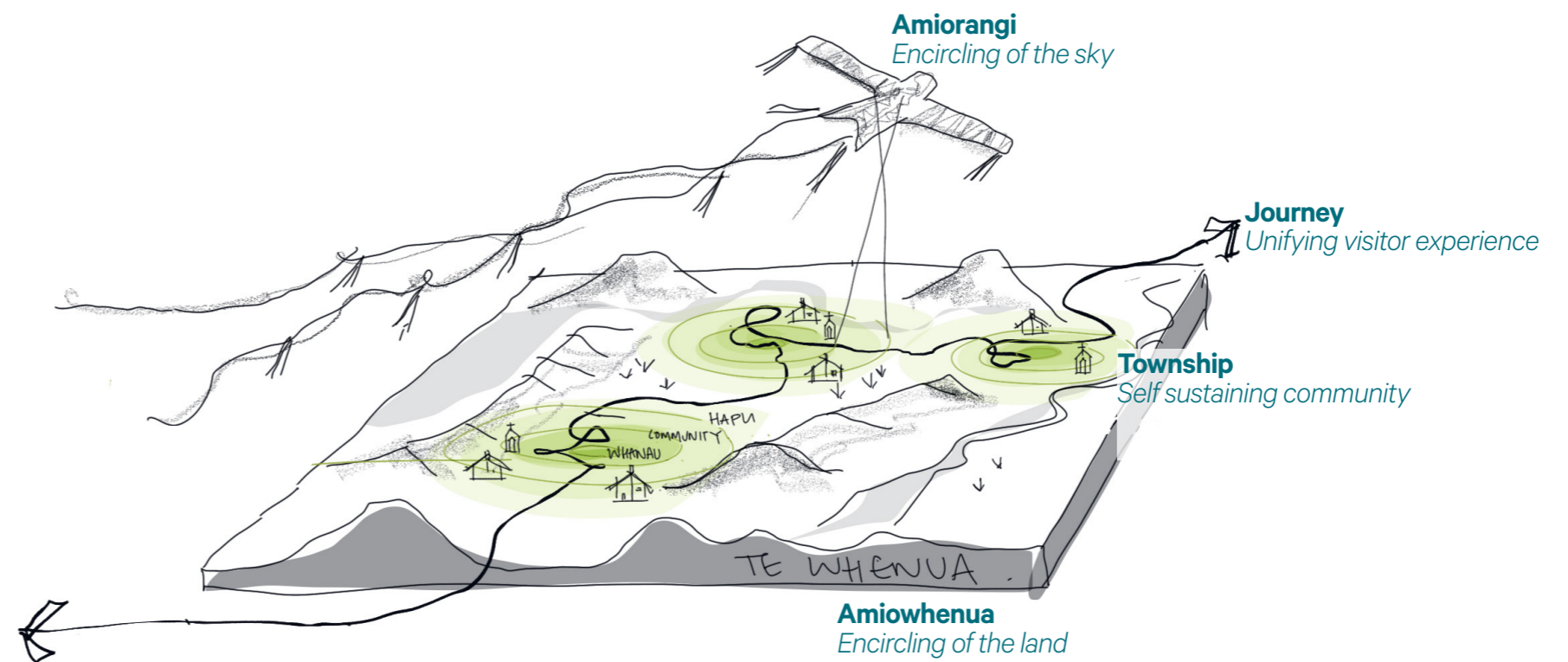
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## Introduction.

**“The Rawene community is nestled in a unique and beautiful natural setting. It is a place where people, and the trust and relationships that flow between, are nurtured, and the community works in a spirit of togetherness to ensure the wellbeing of all.”**

Rawene Community Plan. 2017.









↑

WAKA KOTAHI

L406

632

R385

Handwritten graffiti on the utility pole, including the letters 'M', 'G', and 'A'.



HUKI ANG  
WHAK APA U  
KARA KIA





Final

# 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 Rawene. 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 Rawene 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 (Rawene Community Plan 2017). 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 forms) and Tūmataiti' (What is held/internal focus).

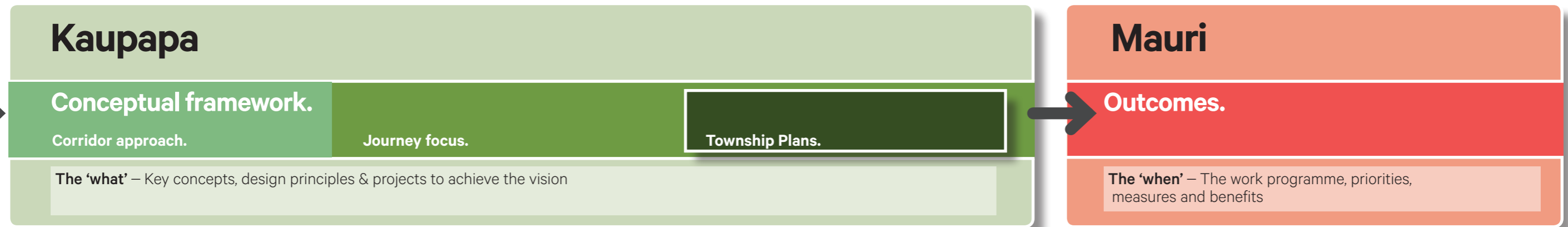
Rawene is linked to Northland journeys by the Twin Coast Discovery Route (TCDR), and will be boosted by strategic investment in Northland Townships along the TCDR through a partnering approach between the NZ Transport Agency (NZTA), Councils, Iwi Hapū, Northland Inc. and the community.

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 Rawene 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 implementation' 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 Rawene 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 transport 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 implementation, 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.

Rawene 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 Rawene 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 Rawene that contribute to self-sufficiency and wellbeing.

### Hōreke/ Rawene/Kohukohu Cluster:

Townships clustered on the Hokianga have similar problems and opportunities. The Hokianga is the destination and water is the connector, along an estuarine drowned valley. These towns support the experience as a network and an interconnected system of history and stories, travel and services. Te Hokianga nui a Kupe 'the place of Kupes great return' was the departure point of legendary Māori navigator Kupe when he returned to his homeland of Hawaiiki. The harbour and associated landscape is of great spiritual and cultural importance to Iwi/ hapū. It is also the place of some of the earliest encounters between māori and pākehā- where timber flax and spars were traded, the Tiriti o Waitangi was signed, church mission stations were established and battles were fought. Rawene, Kohukohu and Hōreke are some of the earliest shipbuilding and sawmilling settlements based on the kauri timber trade. In the 1960's and 70's people chose the Hokianga for its 'off the grid' alternative arts and crafts lifestyle. Hokianga Tourism still promotes these values — a slower pace of life known as 'Hokianga time'.

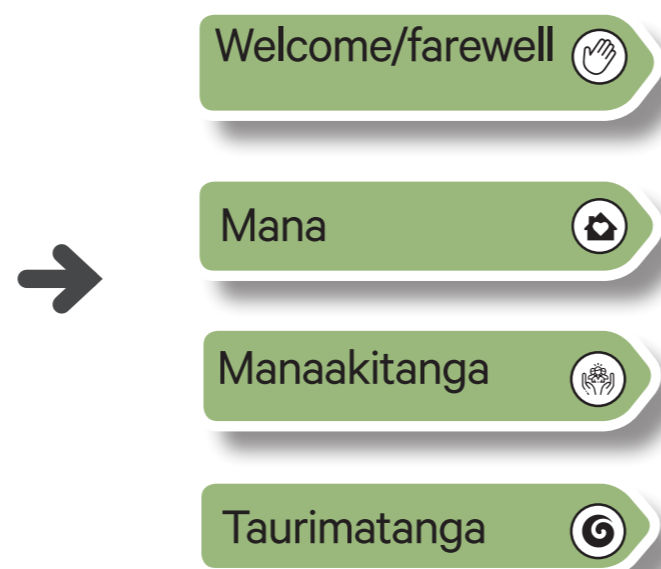
### Rawene:

'There is only one Rawene.' The township clings to a distinctive finger of land pointing northward into the Hokianga Harbour. The ridgeline road takes visitors straight to the ferry without really pausing to appreciate the beauty of its edges — where the sun rises and sets from east to west. The topography is challenging for connecting roads and services, it is what gives Rawene its unique personality and its rich history, and it is also what makes it vulnerable to the natural elements — tidal action from the west and flooding in storm events. Rawene was traditionally a meeting place — a waka landing, fishing grounds, cultural 'hub' and wānanga for the surrounding Iwi and hapū because of the interconnectivity between marae in the Hokianga. In the future, it could thrive in the full reconnection with these fundamental values, in support of its status as an outstanding natural landscape and heritage precinct.

## 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.

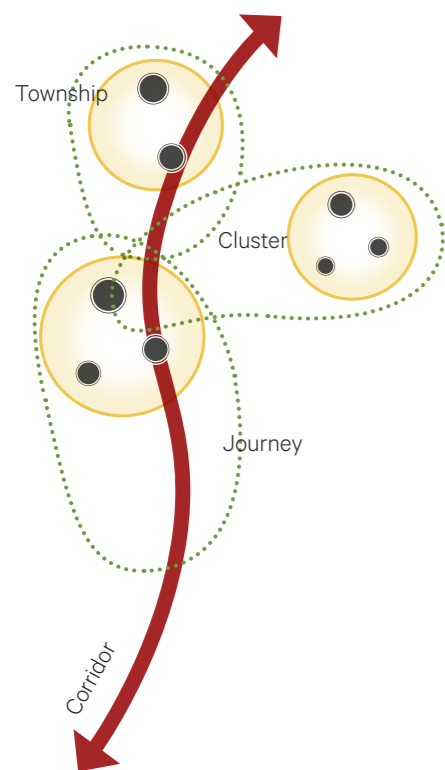


## Themes. ULDF.

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

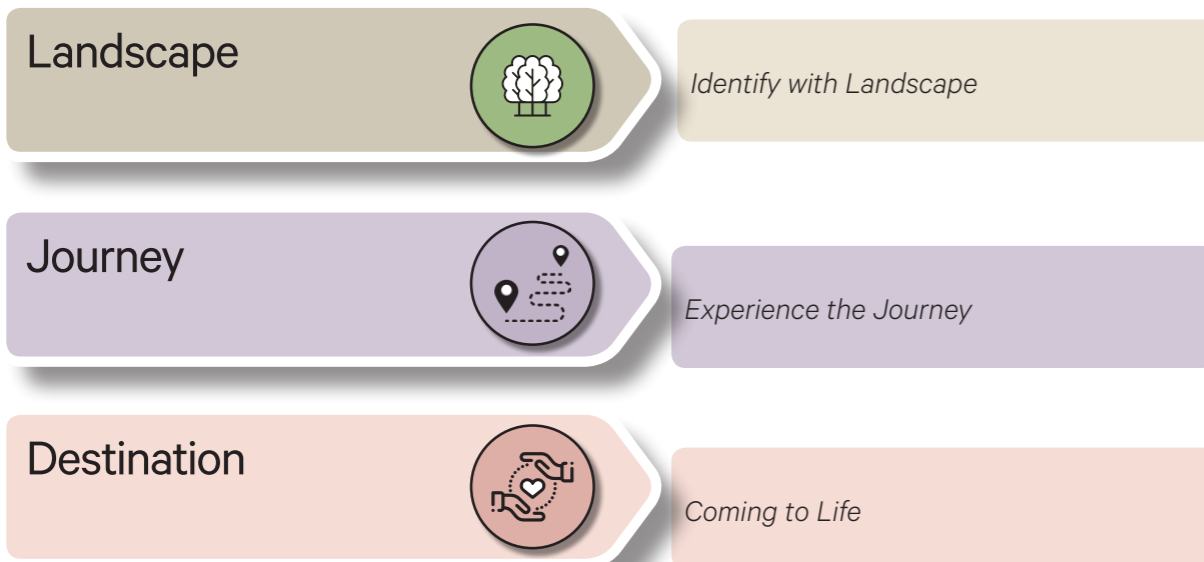


# Executive Summary.



## Investment Objectives.

Township Plans.  
(Enquiry by design)



## Improvement Projects.

'Toolkit' Examples.





# Rawene 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
- Indicative landscape connection
- Landmarks and views

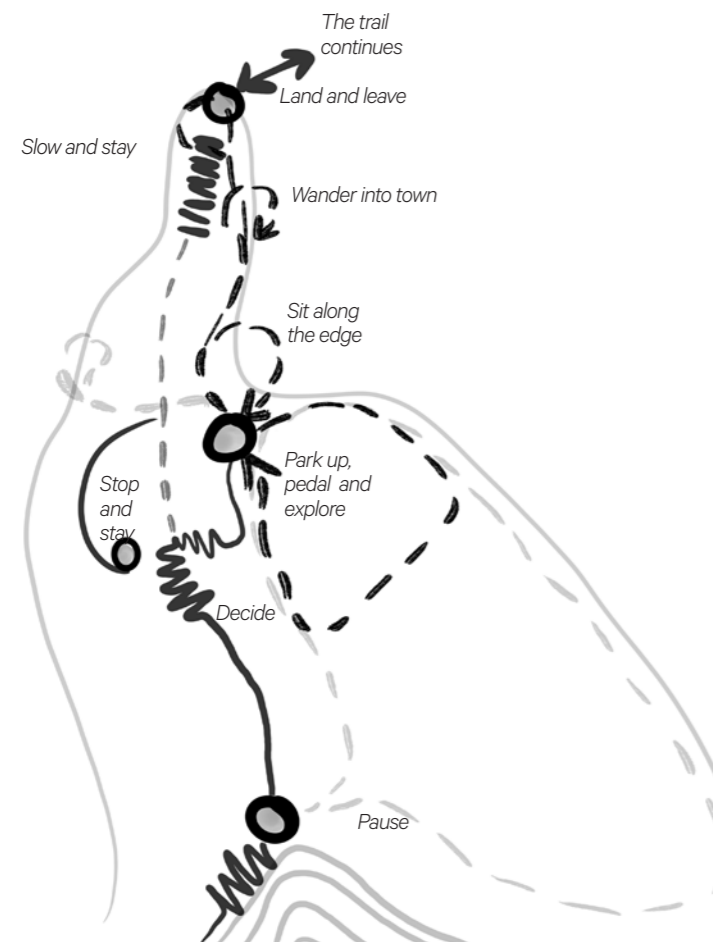
**Destination**

- Compact centre
- Attractors and hubs

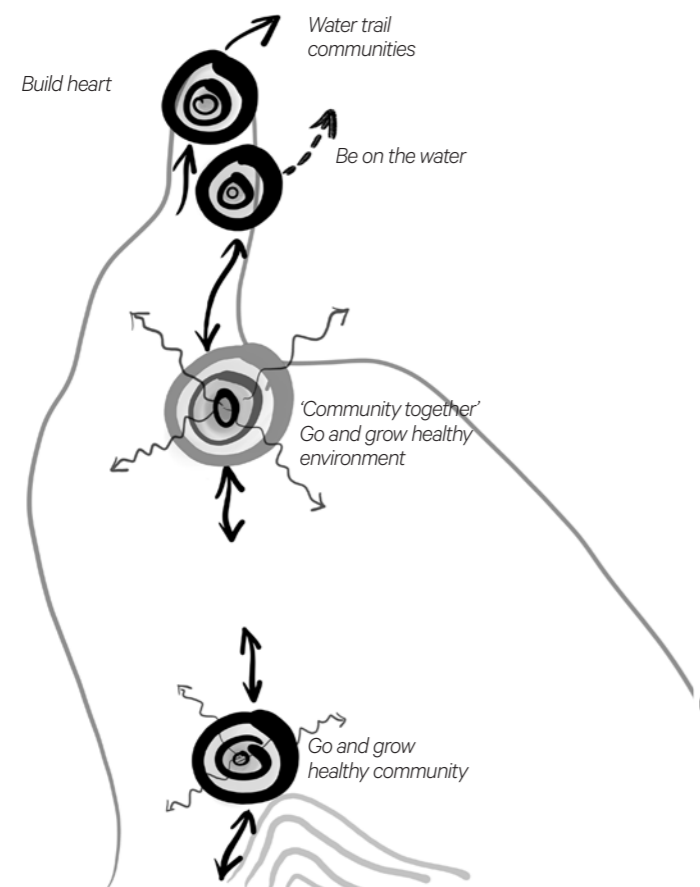




# Vision and Objectives.



Rawene Visitor Key Moves Sketch Map.



Rawene Community Key Moves Sketch Map.

## Key Move 1

### Identify with landscape

## A 'playful edge' and loop experience.

Walkway trail experiences tell living history stories.

Restored healthy harbour habitat.

East - west green links from ridge to water.

Safe recreation away from cars.

Build on Te Ara manawa ō Rawene mangrove walkway attraction.



## Key Move 2

### Experiencing the journey

## You've arrived! This is Hokianga time.

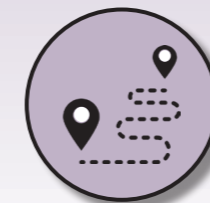
Slower pace to pause, appreciate views and natural gateways.

Mark the ridgeline to slow traffic to the ferry, and enable crossings.

Pull the journey to the eastern edge, walk and cycle into town

A slow speed environment for vehicles and pedestrians in the centre.

A resilient ferry service with regular sailings



## Key Move 3

### Coming to life

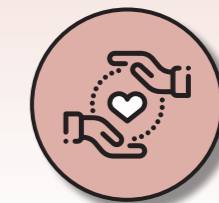
## Community and visitors overlap in places for play and learning.

Bring community and visitors together in artful 'living history' communal spaces

Collection of spaces and trails for events, festivals and markets to happen

Eye catching information and learning for visitors

Places for children and youth near cycle trails and water





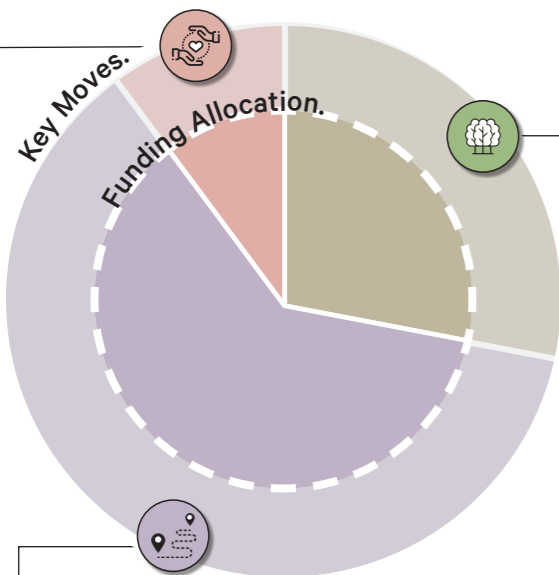
# Improvement Project Timeline.

**Short Term.**  
Early Implementation.  
0-3 Years.

**Identify with landscape.**

A 'playful edge' and loop experience.

- Investigate passenger ferry
- Esplanade shared zone
- Ferry loading and parking
- TCDR wayfinding signage and crossings



**Experiencing the journey.**

You've arrived! This is Hokianga time.

- Domain master plan, temporary stopbank, cycle loop trail, esplanade bike facilities and charging station
- Walking links to the Domain

**Coming to life.**

Community and visitors overlap in places for play and learning.

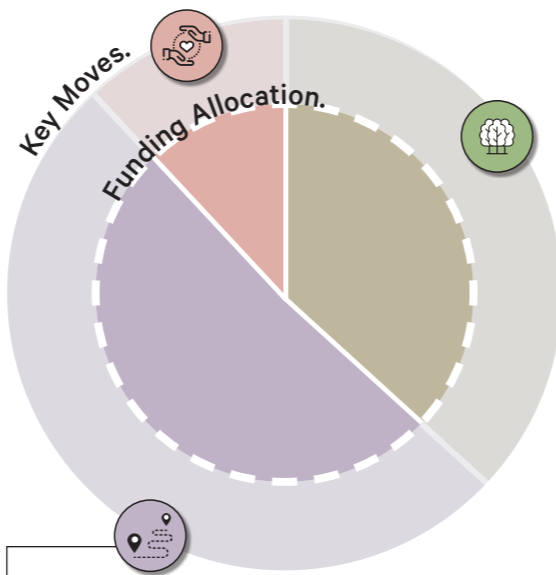
- Temporary nature play in the Domain
- Town square temporary placemarking

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

**Identify with landscape.**

A 'playful edge' and loop experience.

- Esplanade water access and rest area
- Mainstreet upgrade
- TCDR traffic calming interventions, new footpath and signage
- School and Domain access- street upgrade



**Experiencing the journey.**

You've arrived! This is Hokianga time.

- Domain boardwalks, planting and car parking
- Esplanade water access and rest area
- Walking links to western edge

**Coming to life.**

Community and visitors overlap in places for play and learning.

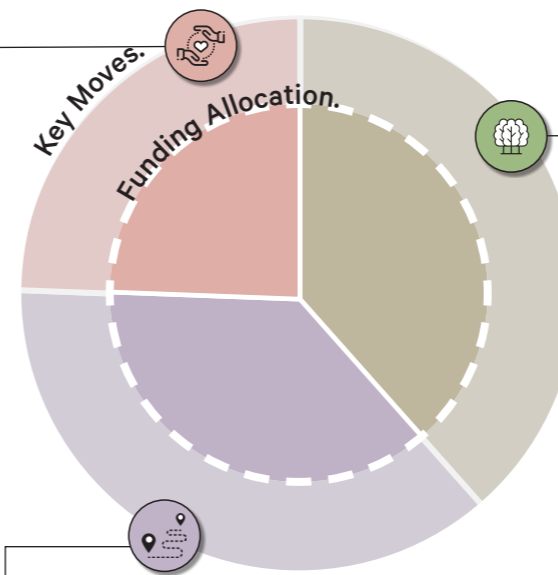
- New playspace, youth and whānau area
- Town square upgrade

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

**Identify with landscape.**

A 'playful edge' and loop experience.

- TDCR bus stop and new footpaths



**Experiencing the journey.**

You've arrived! This is Hokianga time.

- Domain boardwalks, planting and wayfinding
- Walking links to shops

**Coming to life.**

Community and visitors overlap in places for play and learning.

- New live work demonstration village and wānanga attraction
- Town square shelter and building refurbishment

Plan reference

Number Name

LANDSCAPE

1A	Rawene Domain walk and cycle trails
1B	Rawene Domain entry/ edge restoration
1C	Clendon esplanade boat ramp upgrade
1D	Russell Esplanade rest area
1E	Rawene green links project

JOURNEY

2A	Clendon Esplanade shared zone- one way vehicle movement, 2 way cyclists
2B	Ferry landing, loading, and waiting - slow speed environment
2C	Parnell Street- slow zone and main street upgrade
2D	Parnell Street- Mariner Street section- bus stop, speed management and pedestrian movement
2E	Parnell Street and Marmon Street- school slow zone
2F	Parnell Street- hospital intersection upgrade
2G	Parnell Street and Manning Street footpath extensions
2H	Rawene SH12 junction (off plan)
2I	Passenger ferry service

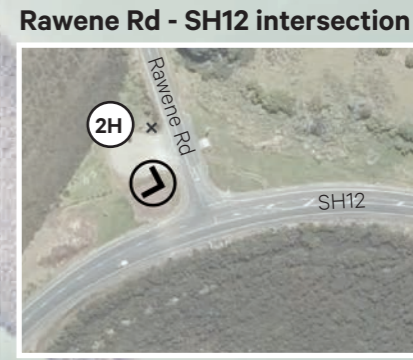
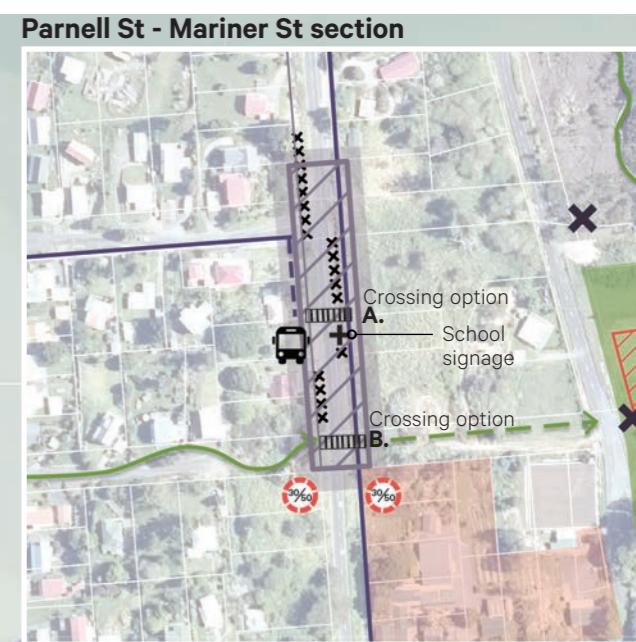
DESTINATION

3A	Rawene Domain Play and Learning Hub
3B	Town Square upgrade



# Rawene Improvement Plan.

Legend.	
<b>1. Landscape Improvements.</b>	
	Seawall repair and water access
	Naturalise edge, coastal walkway
	Paper road walking trail
	Green links (existing)
	Walk and cycle trails
	Weed removal and planting
	Conservation Area/Park
	Drainage/retaining wall barrier repair
<b>2. Journey Improvements.</b>	
	Main Street upgrade
	Speed management threshold, crossings and signage
	One way shared zone turnaround
	Town slow zone - 30km/hr pedestrian environment
	Town slow zone - 50km/hr
	Landing, parking and turnaround
	On road walk and cycle extension
	Footpath - existing
	Footpath - extension
	Trail entry points
	Existing signage
	Existing zebra crossing
	Proposed raised zebra crossing
	Pedestrian central refuge island
	Frictional surfacing/speed threshold
	New directional signage
	Gateway signage/feature
	Existing public toilets
	Proposed public toilets
	Existing carpark
	Proposed carpark
	New Bus Stop
	Proposed intersection upgrade
	Speed zone - existing removed/relocated
	Speed zone - proposed/relocated
	School speed signage
<b>3. Destination Improvements.</b>	
	Destination civic space
	School/campus/community
	Park upgrade/play activity
	Heritage Precinct
	Heritage buildings

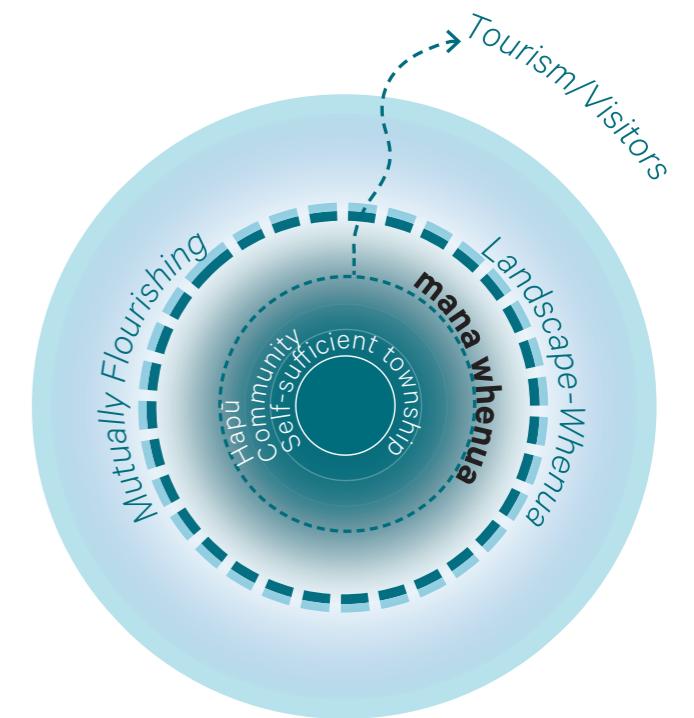








## 2. Pūtake. Project Origins & Purpose.





# 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.

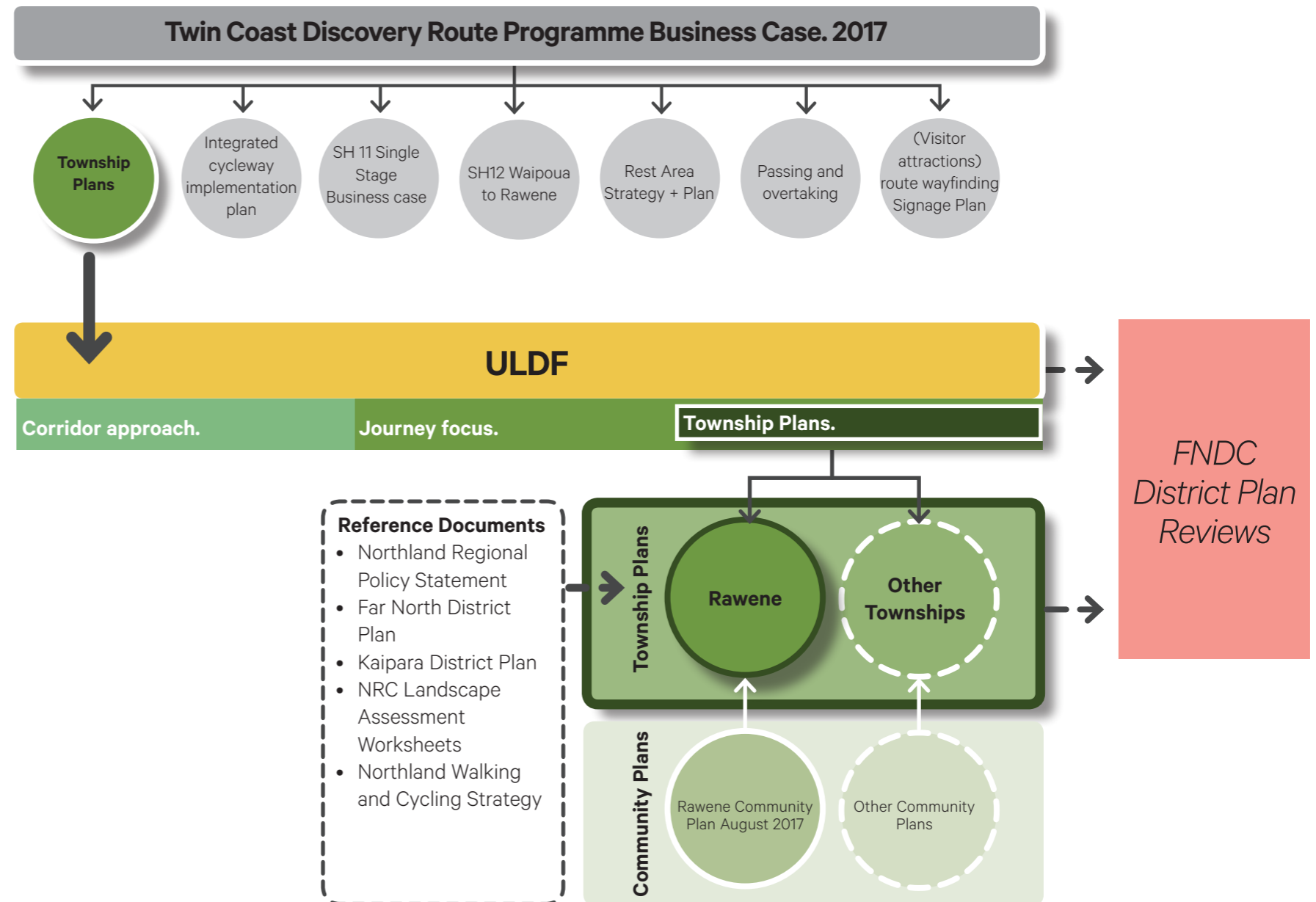
## Purpose of the Township Plan.

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.





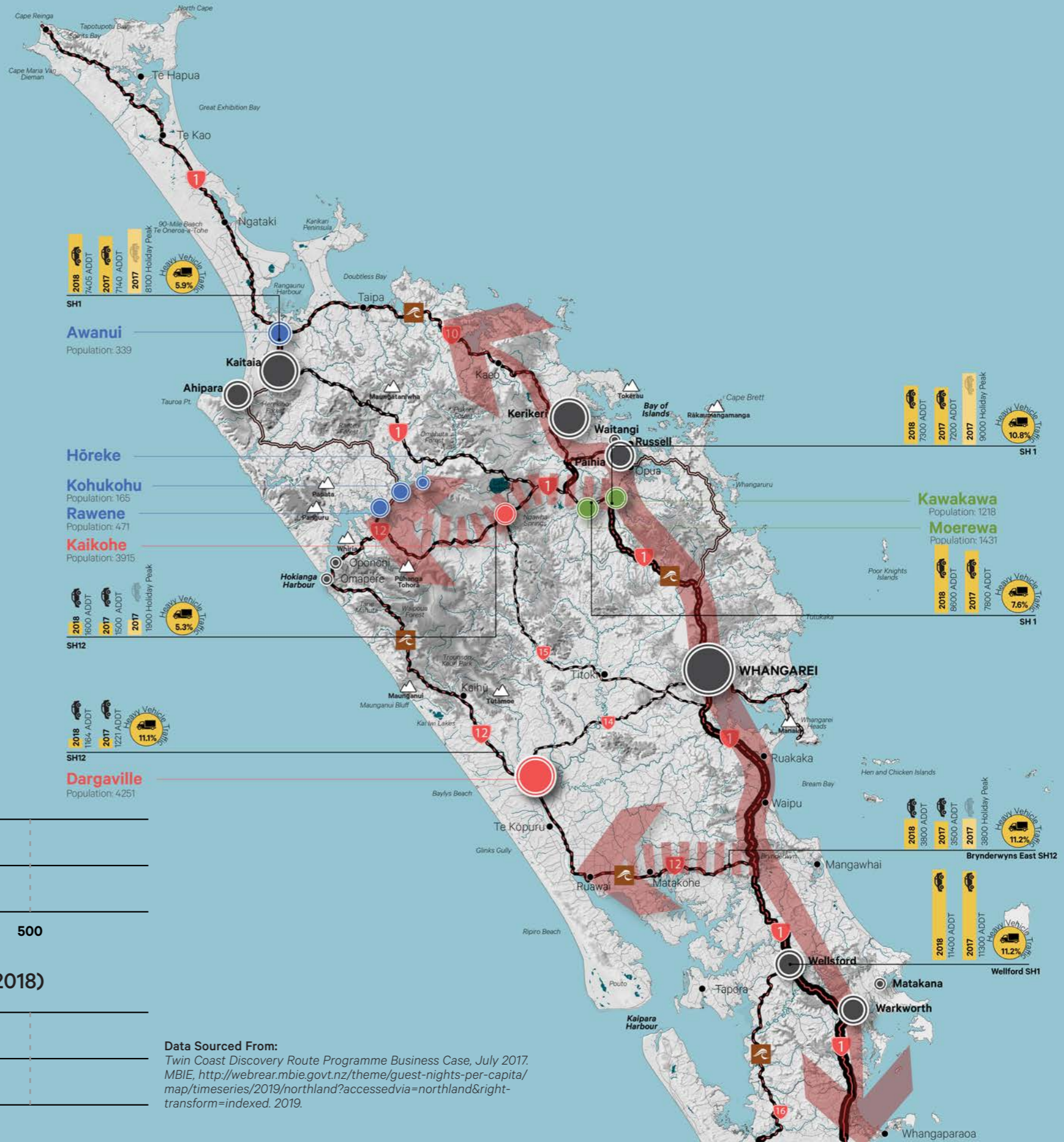
# Problem Definition. The TCDR Programme Business Case (PBC).

**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.

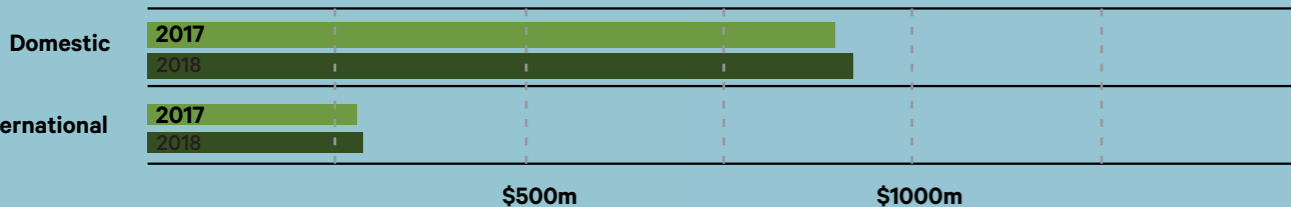
NZTA, State highway volumes by region,  
<https://www.nzta.govt.nz/resources/state-highway-traffic-volumes/> October 2019.



## 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.

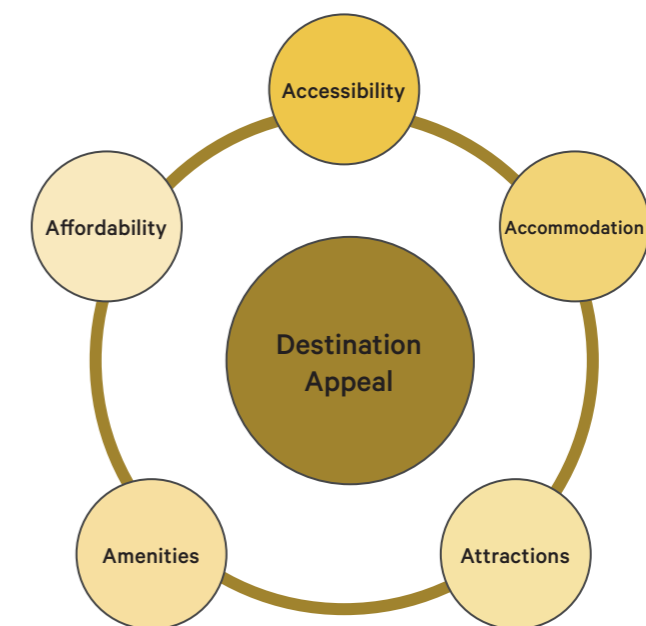
**Accommodation:** Options are currently limited in the townships, and difficult to sustain. With clusters of townships, there is usually one larger town which provides the majority of accommodation options for all. Options should be expanded to cater to increasing free independent travellers (FIT), 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

### Rawene - 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 Rawene in relation to the Government Policy Statement (GPS) land transport priorities.

**Safe transport system:** Rawene faces additional speed problems due to destination factors such as departing ferries. Crash history identifies a fatal crash on Rawene Road outside the township and several minor and noninjury crashes through the township. The lack of footpaths is an added safety and accessibility issue for pedestrians in Rawene.

**Access, resilience and transport choice:** Road closures have been historically concentrated on SH12 between Rawene and Kaikohe, including Taheke bridge, and SH12 has been closed for more than 24 hours four times in the last seven years, once for four days with no alternative route. The TCDR through Rawene is a secondary collector, and not a State Highway. The isolation of these townships and geographical constraints such as the Hokianga harbour, expansive riverfronts and windy, hilly terrain combine to form impediments to access for these communities. One example is the reliance of the Hokianga towns on the ferry services.

**Reduced adverse effects on the environment:** Rawene township includes a heritage precinct with a unique and challenging geography. Historical reclamations, surrounding landuses and harbour siltation have led to environmental issues. Stop bank/ flood control and seawall repair are needed due to coastal inundation and storm events that destabilise the coastal edge over time.



# Journey and Cluster Map. Hokianga Harbour.



**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).

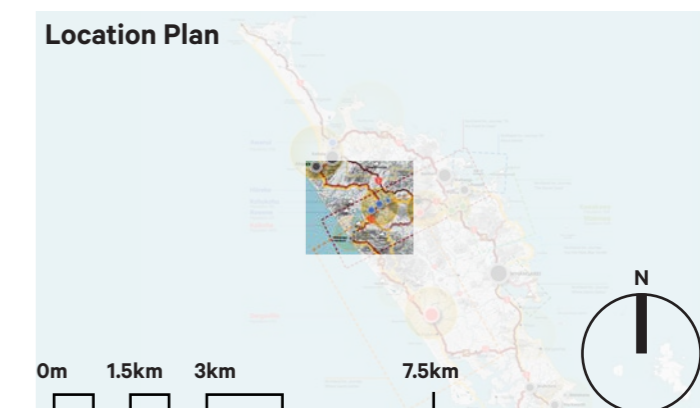
- Pou Herenga Tai/Twin Coast Cycle Trail
- Regional cycling routes/trails: existing
- Regional cycling routes/trails: to be enhanced
- Regional cycling routes/trails: proposed
- Te Araroa Trail

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.

## Rawene.

### Historic Context.

Rawene does not exist in isolation from the rest of Hokianga. A number of hapū are acknowledged as having historical and contemporary links and shared mana in the Rawene area. The principal hapū are: Te Māhurehure (Waima); Ngāti Hau, Ngāti Kaharau (Omanaia); Ngāti Here, Ngai Tūputo (Motukaraka); Te Hikutu (Whirinaki); Te Popoto (Utakura) (Reference: Rawene Community Development Plan 2017)

Europeans arrived in the Hokianga in the 1820s, and it is often described as the “third oldest European settlement in NZ”. However, it did not develop as a town until after the Treaty of Waitangi was signed in 1840.

### Landscape Catchments.

Rawene is located in the inland reaches of the Hokianga. From Rawene inland, the harbour is shallow and tidal, characterised by mangrove habitat and mudflats. It twists around headlands, and disappears into rivers feeding from the surrounding forested mountain ranges.

Rawene township is located on a narrow peninsula that juts out into the Hokianga Harbour. The peninsula has one main ridge which rises to the south and slopes steeply down to the harbour towards the west/east. The land has been largely cleared of native vegetation, with the exception in some small pockets. At the tip of the peninsula is the wharf and vehicular ferry landing.

### Land Use and Township.

Rawene is the base for Hokianga Hospital, the NorthTec tertiary education learning centre, fire brigade, ambulance, police, and its retail centre, hotel, cafes and galleries service the wider community. It is also the southern terminal for the Hokianga Ferry, which links the two sides of the Harbour and provides a through route to and from Kaitaia.

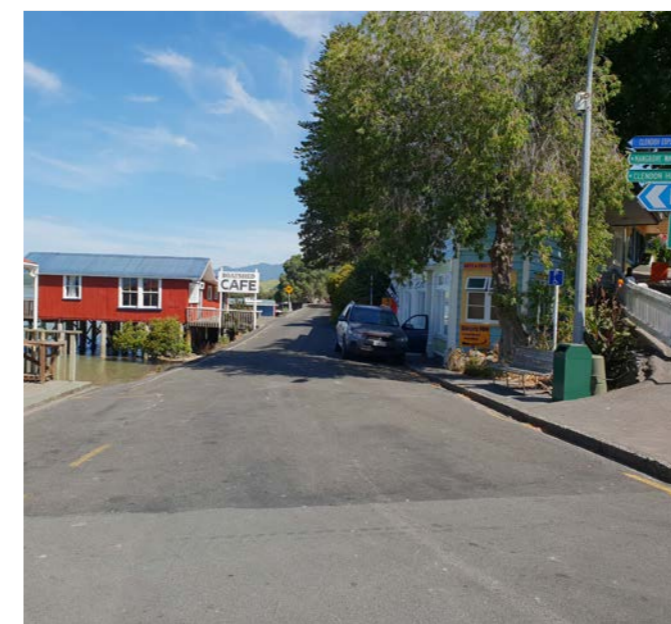
Two roads, Clendon and Russell Esplanade wrap around the base of the peninsula with the stone seawalls holding back the harbour edge. The Esplanade’s buildings perch over the water, contributing to Rawene’s unique character. Significant buildings include the former Andrew’s General Store, Wharf Hotel, the old boat shed, now the Boatshed Café, Clendon House and the old Lane’s. Parnell Street is the main thoroughfare through Rawene and access to the wharf.



Historic Context Sourced from: Auckland Council Libraries, C.P Dawes Collection, 1890-1908.



Landscape Catchment/Wider Context



Township Context







Final

# 3. Design kawa. Process.



**Tūmatanui**  
What is shared

**Tūmataiti**  
What is held

Stop, Stay, Spend  
→  
**Visitors**

←  
**Community**  
He Oranga - Economic Uplift

**Unlocking Mutual Benefits**  
Balance, Reciprocity, Tikanga



# 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 Rawene, this is the Rawene Community Development Plan dated 2017, 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 Rawene 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 that are trying to be fix, the opportunities that are trying to be utilised, the outcomes that are trying to be achieved 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 problem we are trying to solve 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.

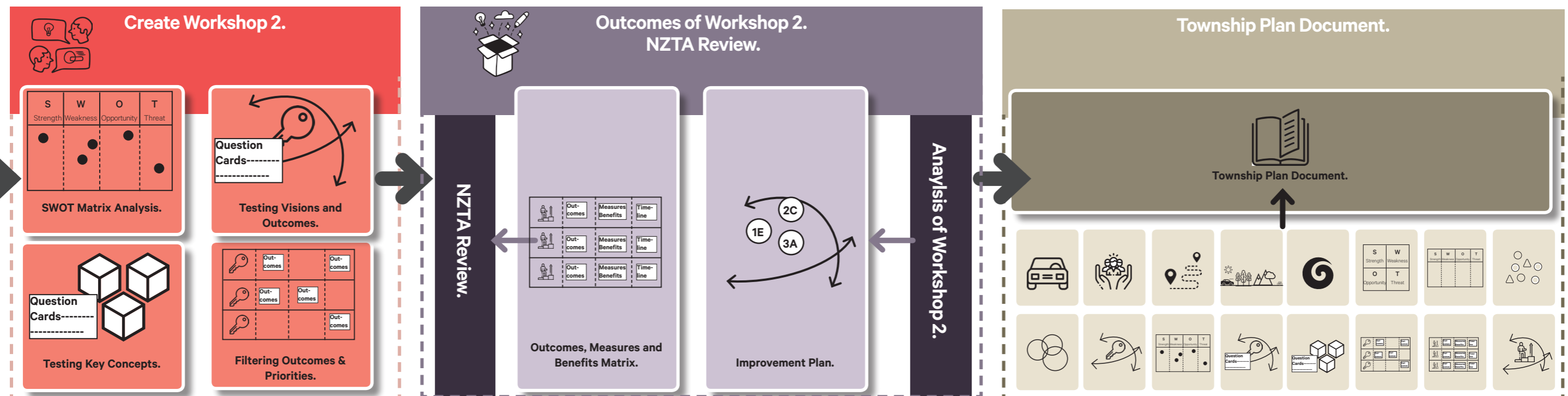
Testing and refining the objectives and measures: 'Create' workshop session two with Community Focus Group followed by an open community drop in session, confirming the measures for community wellbeing and economic uplift that are specific to the township, and using these to guide priorities, time frames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

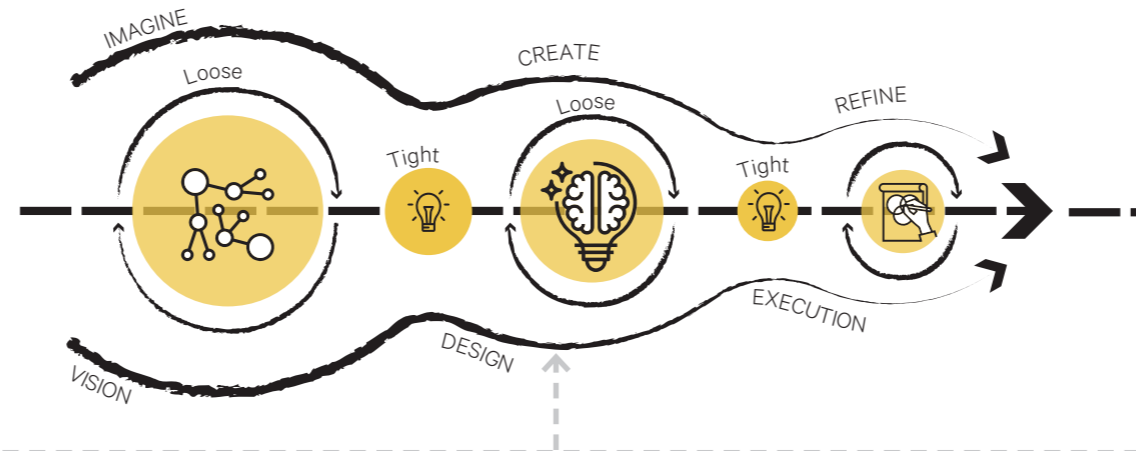
## Township Plan Document.

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. Hikoi Wānanga.
4. Scenario Testing



ULDF background and preparation

**Iwi Hāpu Hikoi**

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

Community Focus Group

**'Imagine' Workshop 1**

Friday 3 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**

21 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)

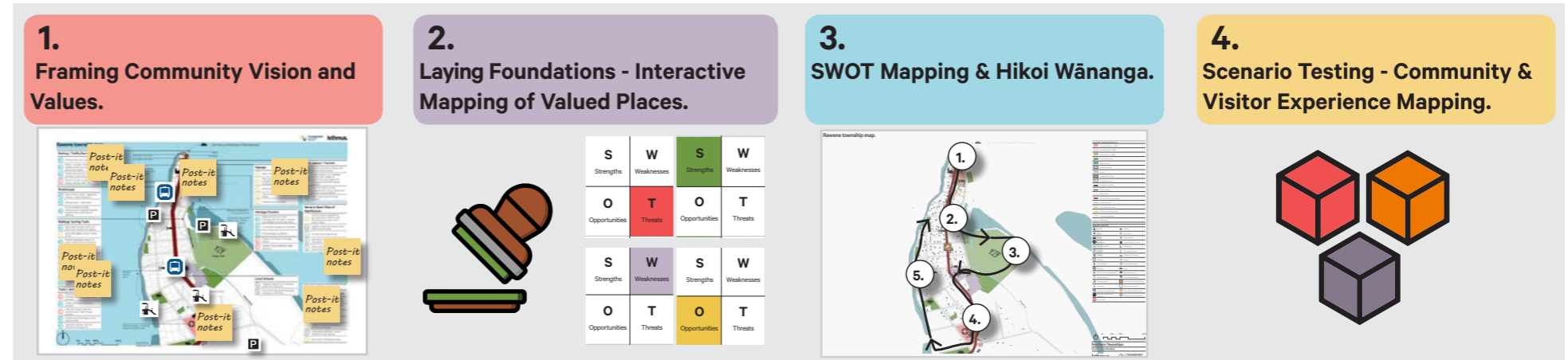
Workshop Attendance - 12 people attended workshop one. Refer to appendices for detailed workshop attendance information.

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 - 13 people attended workshop two and an additional 2 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.



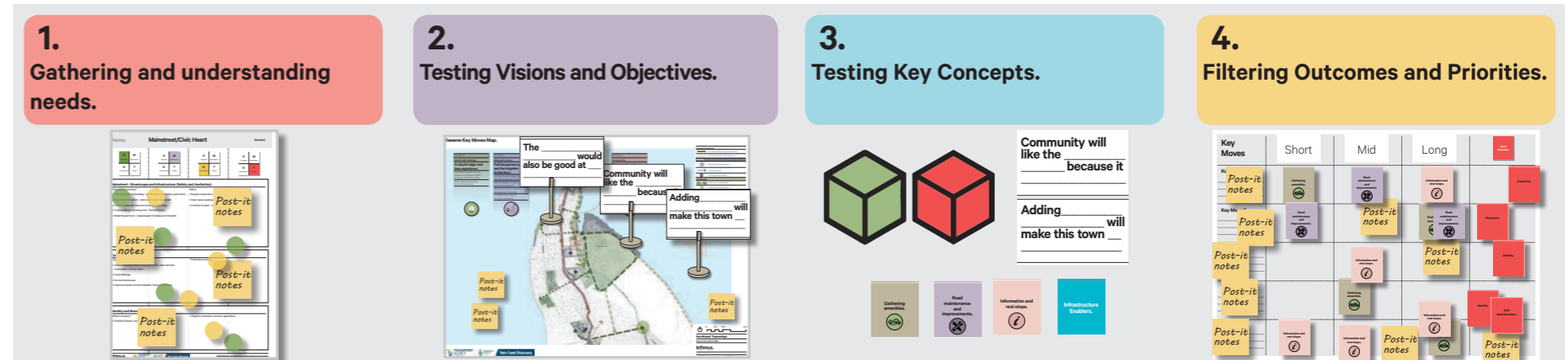
**Session 1 Framing:**  
A. Understanding the purpose and mutual benefit framework  
B. Establishing community vision and values

**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.



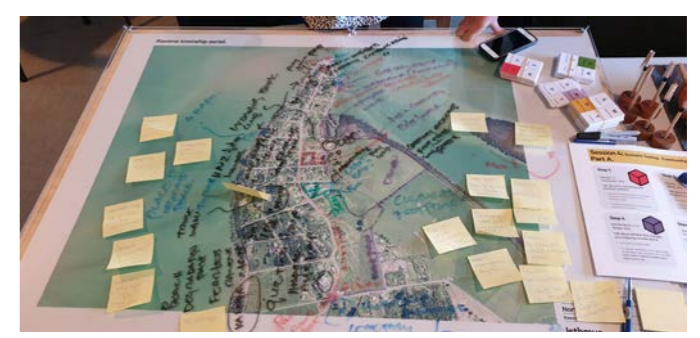
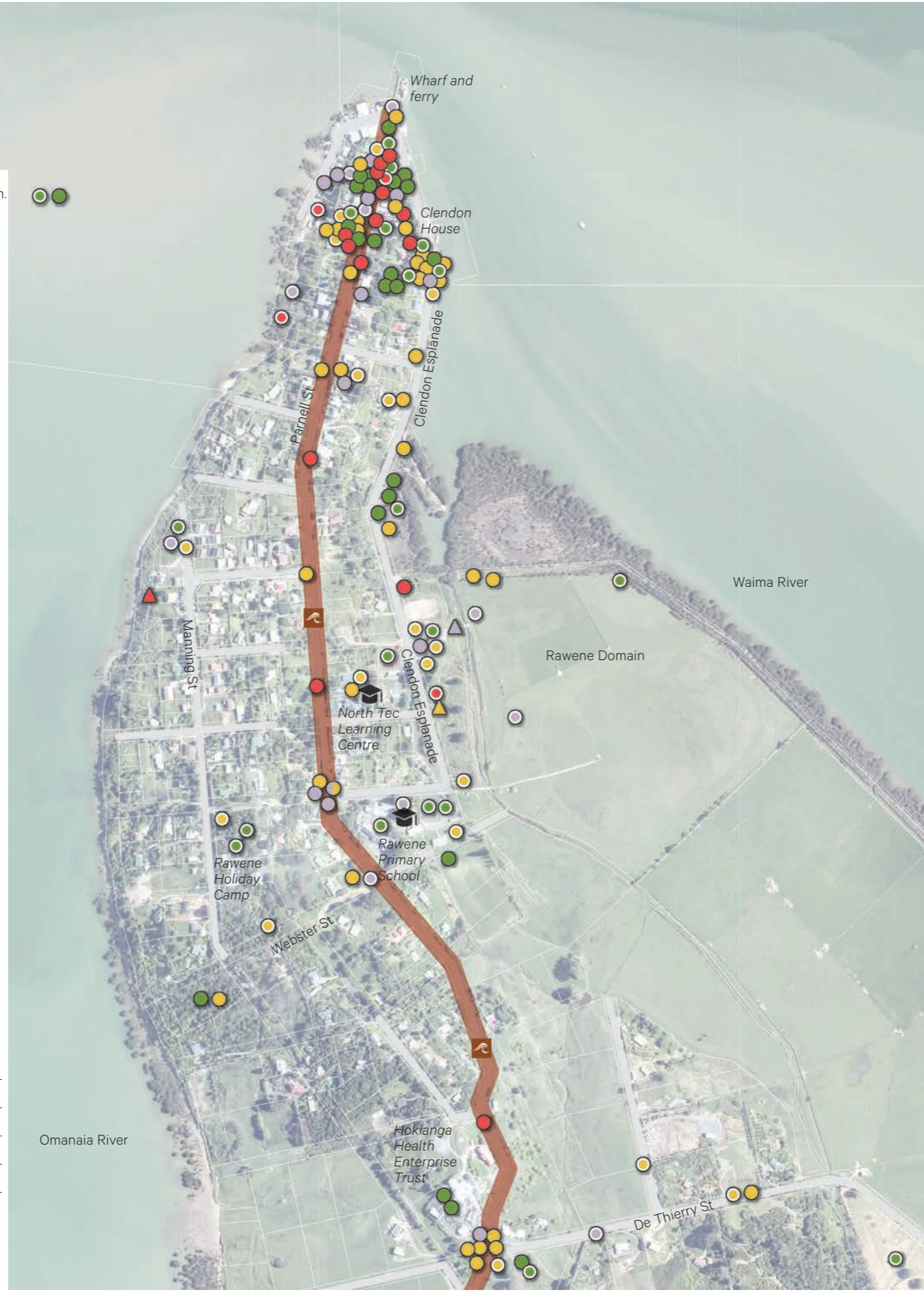
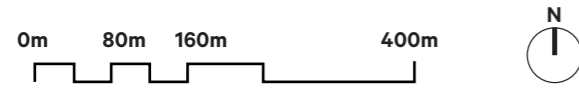
# SWOT Dot Map.

**Note:** This plan is based on workshop one outcomes and was tested in workshop two. It formed the basis of the community-led hikoi of the town.

**Non Space Specific/Not Located on Map.**

- Clear signage needed - Baylys Beach turn-off
  - Eateries not open at night/no options
  - Shops closed on Mondays
- Journey**
- Highway/byway junction - SH12 Ferry and visitor info
  - Local knowledge and history, "just ask a local"
- Landscape**
- Visiting whānau - signature art piece for pictures (identity)
  - Local schools visit marae for history
  - Weeds taking over
  - Council support weed management plan
- Destination**
- Only one playground - need another one
  - Northland cycle challenge/music festivals not enough accommodation/eating places
  - Motorcycle touring destination
  - Art - Hokianga - music, film, book writing performance etc.
  - Activities in wider area eg. kauri night time guided tour
  - Air bnb - accommodation generates money for community
  - Anything and everything needs a champion
  - Was once a seasonal place for fishing
  - Threat = potential of harbour
  - Opportunity = tourism and identity
  - Stories and Identity - māori history
    - Okura
    - Te Raupō (Papahurihia's settlement)
    - Tahunahuru
    - Tahere Pa (Ngati Awa) Watitiri (maunga)
  - Jean Irvine "Green Rawene"
  - Cultural footprints markers, stones and pou
  - Free family fun
  - Parking and access
  - Use paper roads - linkages
  - Sunrise and sunset spectacular

	Strength	Weakness	Opportunity	Threat
<b>Community</b>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: green; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: lightgrey; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: yellow; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: red; margin-right: 5px;"></span>
<b>Visitor</b>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: green; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: lightgrey; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: yellow; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: red; margin-right: 5px;"></span>
<b>Hikoi</b>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: green; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: lightgrey; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: yellow; margin-right: 5px;"></span>	<span style="display: inline-block; width: 10px; height: 10px; border: 1px solid black; border-radius: 50%; background-color: red; margin-right: 5px;"></span>





# 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

- Events and attractions – Caravan and car clubs, motorcycle club, art/film festivals, markets, tours, sailing competitions, music festivals.
- Landscape setting and views – beach, fishing, harbour and swimming
- Local and Community Knowledge
- Rawene’s Heritage – Buildings and precinct, sharing knowledge and history
- Marae experience – Māori heritage, history, knowledge sharing

## W

### Weakness

- Parking – disabled parking, bus parking
- Ferry Wharf/Ferry Loading Area - Traffic conflict issues (roundabout could be a solution),
- Ferry service – Frequency and timing of the ferry service, ferries could come more often and run later. Could be pedestrian only ferry as well.
- Hospital intersection and approach – hazardous, speed limit too high and poor visibility
- People speeding to the ferry
- Campground directional signage is lacking
- Dining – Limited choice and provision of dining/eateries
- Sports and recreational facilities – limited play facilities or places for young children to play
- Accommodation – Limited options for both tourist or locals
- Accessibility – Difficult topography and street configuration and undermaintained paper roads make pedestrian accessibility difficult
- Maintenance – Limited maintenance of planting and poor sea wall maintenance with coastal erosion in parts.

## O

### Opportunity

- Improved parking at ferry wharf and improved ferry service. Rationalisation of current parking with a focus on the ferry wharf area
- Township Arrival Points – Create entry point with, lowered speed limits near before the hospital intersection
- 30km/hr slow environment in the town
- Marketing of Rawene – Improve the marketing of accommodation, byway detour promotion, Hokianga wide events and attractions
- Town square – Upgrade the Town square to celebrate the heritage/history, use as an event space and visitor information hub
- Cycle, Pedestrian Infrastructure – Bike parking, board walk extension, walking tracks/loops,
- Boat Recreation - Boat ramp improvements and improvement water access for recreation
- Art – public art and sculpture
- Conservation and Sustainability – Coastal edge restoration, harbour water quality improvements, removal of weeds and native planting
- Ferry Signage – Early signage of ferry times
- Signage – Visitor information signage for attractions, walks and history, ferry signage

## T

### Threat

- Ferry Wharf/ Ferry Loading Area – Safety issue and conflict of traffic, parking and pedestrians
- Speeding – Speed issue of tourists entering town and racing for the ferry
- Limited Accommodation – Limited choice and available for both visitors and local residents
- Road Infrastructure and Maintenance – Poorly maintained roads
- Flooding and coastal erosion resilience – seawall erosion and risk of flooding
- Weeds – Exotic weeds and limited maintenance
- No cycle trail connection
- A lack of safe and continuous footpath connections
- Safety around the school



# Focus Area Map.

**Ferry Service**  
Create pedestrian/passenger ferry opportunities to increase the frequency of options for cyclists, visitors and locals

**Main Street/Ferry Landing**  
Create significant art piece at entry  
Improve ferry landing/intersection and issues with low roundabout and road markings  
Improve loading zones and disability parking  
Create 30km slow zone with traffic calming measures (red block) from churches  
Improve function of paper roads by adding buildouts, markers and planting

**Russell Esplanade Rest Area**  
Improve seawall and campervan turnaround improvements with potential extra parking  
Improve toilet/picnic area and water access - beach area (move toilets to create space/parking and open views)  
Improve appearance: remove rubble and beautify/plant

**Town Square**  
Improve town square - including shelter options, seating, play, parking  
Grow visitor information, signage

**Parnell St**  
Create signage to direct boat trailers and campervans to esplanade

**Webster St/Parnell St**  
Create signage explaining distance and directions to campground

**Webster St**  
Create trail link to conservation area (on paper road), including significant historic sites. Include markers and wayfinding

**Rawene Rd**  
Create gateway treatment with signs both sides of road and high friction surfacing at intersection with De Thierry St  
Create area for pull-over and parking (passing opportunity, view/planting, Ventnor memorial trail) and crossing for pedestrians  
Long term rest area/pull over: consider re-location of St Johns and creating a roadside lookout area  
Create signage information at pull-over area, including ferry times/distance to ferry. Stage 2: connect to future cycle loop trail to stop bank  
Create marker artwork (consider Ventnor memorial)

**Clendon Esplanade Shared Zone**  
Create Clendon Esplanade shared zone using surface graphics and signage  
Improve sea wall  
Create signage to reduce vehicle use (e.g. boat trailers, campervans)

**Water access at Clendon Esplanade**  
Create new pontoon for water-based events and festivals including waka ama  
Improve boat ramp  
Improve toilets and add shower/change facilities  
Create Bike lock up/racks and repair with wash station  
Improve sea wall, add planting and seeding

**Trails**  
Create paper road walkway linkage and wayfinding markers

**Clendon Esplanade**  
Improve seawall: repair, and improved vehicle turnaround space  
Create signage and shared zone  
Create wayfinding and markers for 'Ara Manawa o Rawene' storytelling - Mahurehure gardens at Tahunahuru

**Trails**  
Create paper road walkway linkage and wayfinding markers

**Activity Hub**  
Create more youth activity: new playspace and basketball court  
Improve parking: upgrade and manage parking area to cater for community and visitors  
Create art installation and signage for trails

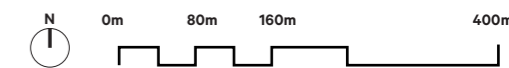
**Rawene Domain**  
Create trails (stage 1): Stop bank walk and cycle trail loop  
Create wayfinding markers and pou/ artwork, add planting  
Grow cycling and recreation: expansion of cycling activities and recreational hub (connection to activity hub)  
Create trails (stage 2): extend stop bank cycle trail down to golf course and investigate land ownership and connections

**Former Edge**  
Grow partnership, learning and support programme for weed eradication and environmental restoration  
Grow learning centre investment, schools involvement, community nursery and workshop space. Investigate Northtec site partnership opportunity, including short and long term  
Improve stream edge: remove weeds and replant natives, and riparian planting at stream edge

Waima River

**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**  
Rawene Focus Area Map


Omanaia River  
**Note:** This plan is based on workshop one outcomes and was tested in workshop two.  
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# 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: Landscape		Rawene																																	
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<p><b>Water Based Experience.</b></p> <ul style="list-style-type: none"> <li>• Pedestrian ferry to Kohukohu - investigate frequency/providers, infrastructure/wharf options</li> <li>• Water based events and festivals</li> </ul>		<ul style="list-style-type: none"> <li>• New pontoon for waka ama and festivals</li> <li>• Improvements to campervan pullover area and western edge, sea wall, move toilet, create picnic area and ---, extra parking</li> </ul>																																	
<p><b>Cycle and Walking Trails.</b></p> <ul style="list-style-type: none"> <li>• Investigate options for Clendon Esplanade - boardwalk/seawall/shared/one way/residents only</li> <li>• Provide cycle facilities at boat ramp - repair/wash/shower etc.</li> </ul>		<ul style="list-style-type: none"> <li>• Paper road walking linkages in towns - investigate topography</li> <li>• Seawall repair</li> <li>• Stopbank cycle/walk extension</li> </ul>																																	
<p><b>Stories, Markers, Identity.</b></p> <ul style="list-style-type: none"> <li>• Link sites of significance/cultural footprint' with pou markers to tell the stories</li> </ul>		<ul style="list-style-type: none"> <li>• Significant art piece at entry - ferry</li> <li>• Whare waka carving</li> </ul>																																	
<p><b>Environmental.</b></p> <ul style="list-style-type: none"> <li>• Partnership, education and support programme for weed ---</li> <li>• Community nursery and environmental education - workshops etc.</li> <li>• School involvement/programme</li> </ul>		<ul style="list-style-type: none"> <li>• Plant natives - coastal edge - erosion areas and streams</li> <li>• Community orchard near youth facility</li> </ul>																																	


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## Journey.

Theme: Journey		Rawene																																	
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<p><b>Parking/Rest.</b></p> <ul style="list-style-type: none"> <li>• Resolve ferry landing/intersection/reversing issues with low roundabout and road markings</li> <li>• Shuttle/small bus parking</li> </ul>		<ul style="list-style-type: none"> <li>• Shift loading zones and disability parking</li> </ul>																																	
<p><b>Slowing Traffic/Gateways</b></p> <ul style="list-style-type: none"> <li>• Investigate pullover and road configuration at top of hospital hill/intersection, consider buses and pedestrian cross vs roundabout</li> <li>• Point of arrival and identity - welcome signage/artwork</li> <li>• Move 50km/hr sign back (Southward)</li> </ul>		<ul style="list-style-type: none"> <li>• Road treatment - town square and 30km/hr slow zone</li> </ul>																																	
<p><b>Signage/Information.</b></p> <ul style="list-style-type: none"> <li>• Ferry information at SH12 junction and/or digital signboard for ferry sailing times before approach to mainstreet to slow traffic</li> </ul>		<ul style="list-style-type: none"> <li>• Sign for campground and distance to avoid 'paper road' confusion</li> </ul>																																	

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## Destination.

Theme: Mainstreet/Civic Heart		Rawene																																	
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<p><b>Civic Hub and Visitor Interface.</b></p> <ul style="list-style-type: none"> <li>• Town square upgrade - including shelter options seating, play, parking</li> </ul>		<ul style="list-style-type: none"> <li>• Visitor information</li> </ul>																																	
<p><b>Youth Activity.</b></p> <ul style="list-style-type: none"> <li>• New public playground - esplanade (community hub - shed area)</li> <li>• New basketball court</li> </ul>		<ul style="list-style-type: none"> <li>• Parking - upgrade/increase</li> </ul>																																	
<p><b>Events and Venues.</b></p> <ul style="list-style-type: none"> <li>• Information -connected 'event trails'</li> <li>• Provide for visitors - accommodation, eateries</li> <li>• Investigate options for Polytech site -temporary - host events?/wananga/wellness</li> </ul>		<ul style="list-style-type: none"> <li>• Investigate options for the domain (former rugby fields) and base facilities needed</li> </ul>																																	

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# 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 Rawene.

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 moreso 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 Rawene have emerged through a ‘card sort’ activity, linking core values and desirable outcomes to timeline and sequence. Broadly speaking, the Rawene community can see the value of **building on the momentum** of work underway to support the community and therefore enable manaakitanga, to welcome and support visitors. In principle, early or short term improvement projects would contribute to:

- **Landscape: Ease of pedestrian movement**- particularly safe off-road walk and cycle trails that are coupled with environmental restoration and access to water, and provide opportunities for partnership with Iwi Hapū- for kaitiakitanga, self-determination, ownership and pride.
- **Journey: Road maintenance and safety improvements**- including speed management and continuous footpaths that help slow traffic speeds heading toward the ferry, to support social wellbeing outcomes.
- **Destination: Gathering places**- outdoor spaces for play and civic functions that support community health, comfort, resilience, empowerment, cohesion and consequently job creation and visitor stop, stay, spend.

These priorities suggest that the themes of journey, landscape and destination and the types of improvement projects associated with them- would run in parallel. One of each theme at any given time would be the ideal scenario.

Overall top priorities across all workshop groups include:

1. Gathering places
2. Ease of pedestrian movement
3. Road maintenance and improvements
4. Rooding, safety and speed management

Priority locations with work ‘underway’ include:

1. The town square upgrade
2. The community shed and youth sailing initiative on Clendon Esplanade
3. Community requests for council to improve footpaths and traffic safety along Rawene Road and Parnell Street.

### Prioritisation rationale (as identified with each community)

#### Rawene

Group 1	Group 2
Landscape Priorities: 1. Cycling and trails 2. Ease of pedestrian movement 3. Environment and ecology 4. Access to the water 5. Gathering amenities 6. Markers, artwork and wayfinding	Landscape Priorities: 1. Ease of pedestrian movement 2. Environment and ecology 3. Access to the water 4. Gathering amenities 5. Cycling and trails 6. Markers, artwork and wayfinding
Journey Priorities: 1. Road maintenance and improvements 2. Rooding, safety and speed management 3. Directions and signposting 4. Thresholds and gateways	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. Experience, identity, community and business 3. Play, sports and events 4. Information and rest stops 5. Visitor facilities	Destination Priorities: 1. Gathering places 2. Experience, identity, community and business 3. Information and rest stops 4. Visitor facilities 5. Play, sports and events
Top Three Priorities: 1. Ease of pedestrian movement 2. Road maintenance and improvements 3. Gathering places	Top Three Priorities: 1. Ease of pedestrian movement 2. Rooding, safety and speed management 3. Gathering places



# Rawene Key Moves Plan.

Final

**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
- Indicative landscape connection
- Landmarks and views

**Destination**

- Compact centre
- Attractors and hubs

**Key Move 1**

**Identify with landscape**

**A 'playful edge' and loop experience.**

Walkway trail experiences tell living history stories.

Restored healthy harbour habitat.

East - west green links from ridge to water.

Safe recreation away from cars.

Build on Te Ara manawa o Rawene mangrove walkway attraction.

**Key Move 2**

**Experiencing the journey**

**You've arrived! This is Hokianga time.**

Slower pace to pause, appreciate views and natural gateways.

Mark the ridgeline to slow traffic to the ferry, and enable crossings.

Pull the journey to the eastern edge, walk and cycle into town

A slow speed environment for vehicles and pedestrians in the centre.

A resilient ferry service with regular sailings



**Key Move 3**

**Coming to life**

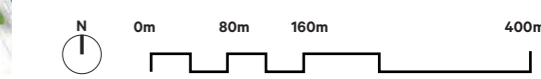
**Community and visitors overlap in places for play and learning.**

Bring community and visitors together in artful 'living history' communal spaces

Collection of spaces and trails for events, festivals and markets to happen

Eye catching information and learning for visitors

Places for children and youth near cycle trails and water



**Northland Townships**  
Rawene Key Moves Map







# 4. Kaupapa. Improvement Plans.

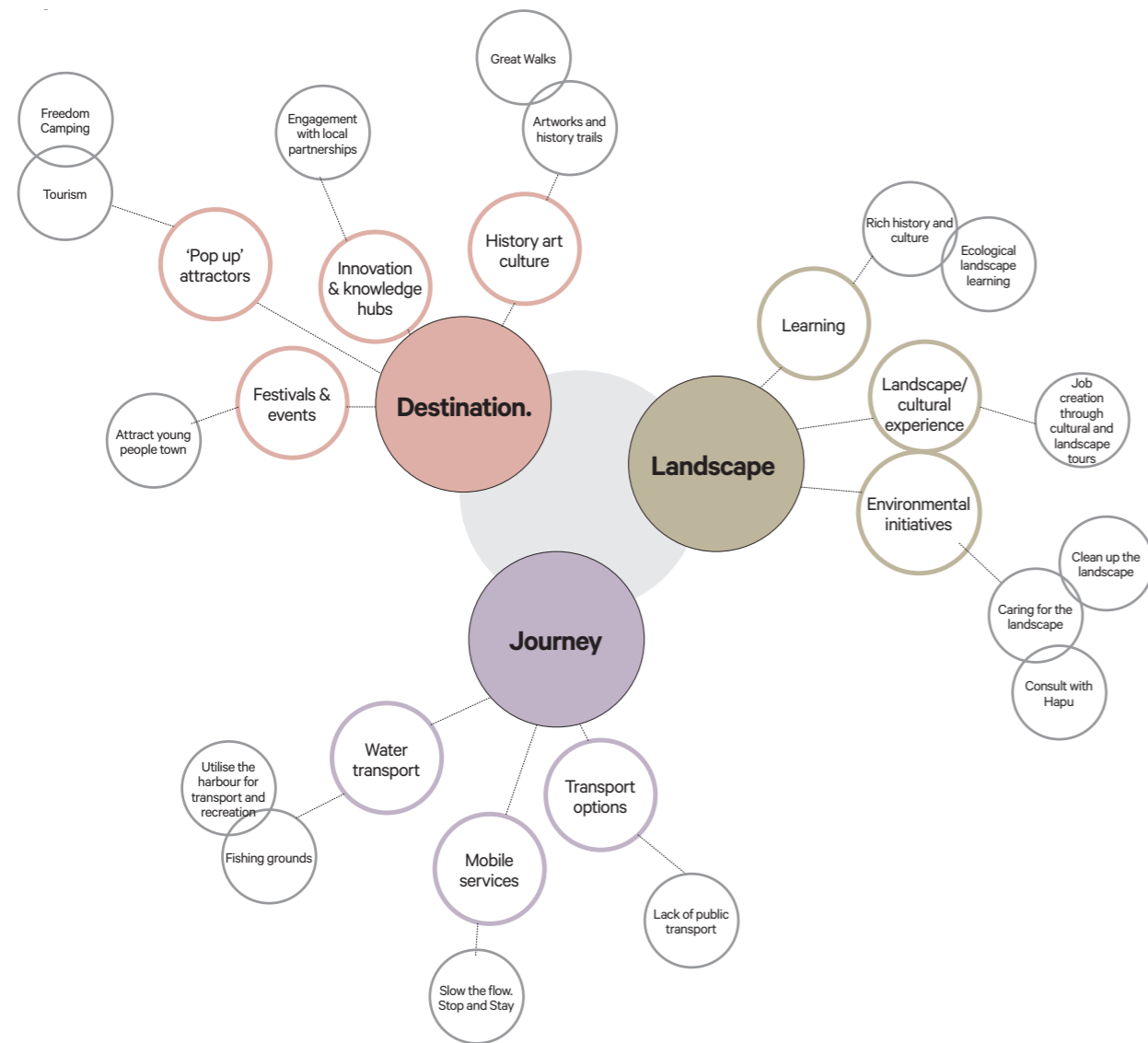




# Overarching Themes. Journey Scale.

## 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 Rawene 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 Rawene that contribute to self-sufficiency and wellbeing.



Rawene Journey Mind Map.



# Overarching Themes. Journey Scale.

Economic	
Problems and risks	Opportunities
<p>For Northland, <b>destination appeal</b> is concentrated in a few locations and diminished for areas outside of those key tourist locations. <b>Seasonal flux</b> 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. <b>Job opportunities</b> in the off-peak season are low, and it can be difficult for businesses to stay afloat in the winter. <b>Re-investment</b> in privately owned buildings and infrastructure is limited and results in a tired appearance that suggests lack of pride and care. <b>Absentee landlords</b> 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 <b>difficult to start a new business</b>, in part due to regulatory barriers, complexity and cost. <b>Digital connectivity</b> 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><b>The branded 'Northland Journey' visitor maps</b> 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. <b>Small businesses need regulatory support and promotion</b>, 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. <b>Acquisition and divestment, and depreciation of council assets</b> 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 <b>widespread environmental degradation</b> in Northland. Siltation and pollution of the harbours and waterways is a significant issue, and aging or absent <b>wastewater infrastructure</b> compounds this issue in the townships. At the same time, climate change, flooding and sea-level rise contribute to <b>resilience issues</b> 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 <b>integrated 'whole of catchment' approach</b> 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. <b>A proactive approach to climate change</b> 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 <b>aging populations and the 'urbanisation' of young people</b> moving to the city for education and employment. This has a devastating impact on isolated communities which thrive on volunteerism and whānau support. <b>Affordable housing</b>, reliable rentals, and seasonal workers accommodation are hard to come by, and usually below acceptable standards. <b>Northland residents travel long distances</b> 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. <b>Elderly and youth are the most vulnerable</b> and disadvantaged.</p>	<p><b>Social enterprises</b> for youth employment and education pathways have been successful in places like Kaikohe and Kawakawa, and this model could expand and grow. <b>Positive 'good news' stories</b> in each town would go a long way toward self-fulfilling uplift – particularly about home-grown innovations and social enterprise. A <b>wānanga learning environment</b> 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 <b>'mobility services'</b> could travel between communities. <b>Play and learning environments</b> 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 <b>untapped potential in Northland</b>. 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. <b>Heritage is both a risk and an opportunity</b>- signage clutter and cumulative impacts can impact on the authenticity of a heritage structure or area.</p>	<p>There is significant potential for <b>hapū to host manuhiri</b> (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. <b>Iwi hapū and whanau owned businesses</b> 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 <b>visible expression of mana whenua stories, heritage and art with signage</b> 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. <b>Uncovering 'story gems'</b> about early settlements could be through involvement of a local historian for story boarding, interpretation panels and digital mapping. <b>Colour and texture</b> 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>

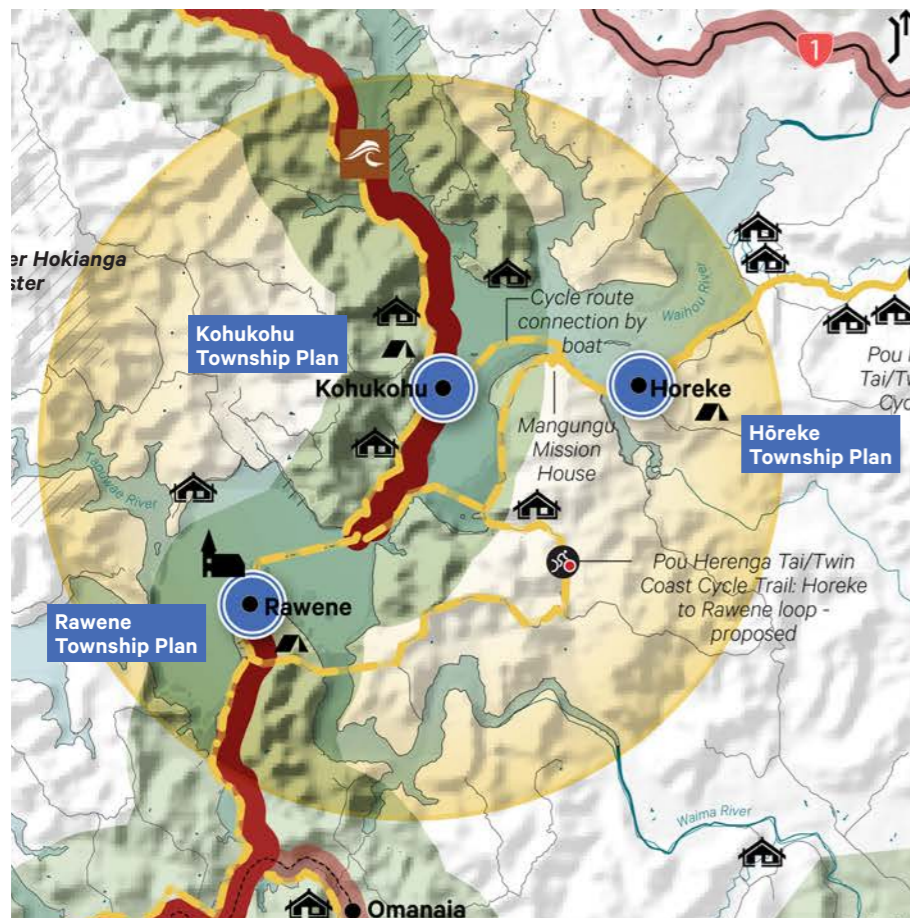
Summary	
Problems and risks	Opportunities
<ul style="list-style-type: none"> <li>A historic lack of investment makes Northland look tired.</li> <li>Visitors often bypass towns that don't look inviting or cared for.</li> <li>Travel is largely by private vehicle on roads dominated by trucks.</li> <li>Jobs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



# Overarching Themes. Cluster Scale.

## Hokianga 'Cluster' Scale.

Townships clustered on the Hokianga have some overlapping problems and opportunities. The Hokianga is the destination and water is the connector. This estuarine drowned valley defines life in these communities. These towns operate as a network and an interconnected system of history and stories, travel and services. Te Hokianga-nui-a-Kupe 'the place of Kupe's great return' was the departure point of legendary Māori navigator Kupe when he returned to his homeland of Hawaiki. The harbour and associated landscape is of great spiritual and cultural importance to Iwi and hapū. It is also the place of some of the earliest encounters between Māori and Pākehā- where timber, flax and spars were traded, the Tiriti o Waitangi was signed, church mission stations were established and battles were fought. Rawene, Kohukohu and Hōreke are some of the earliest shipbuilding and sawmilling settlements based on the kauri timber trade. In the 1960's and 70's people chose the Hokianga for its 'off the grid' alternative arts and crafts lifestyle. Hokianga Tourism still promotes these values- a slower pace of life known as 'Hokianga time'.



IDENTIFY WITH THE LANDSCAPE (ENVIRONMENTAL CONSIDERATIONS)	
Problems and risks	Opportunities
Harbour siltation and pollution, stormwater and wastewater discharge	Start at the source and take a catchment approach in partnership with Iwi/Hapū to clean up the harbour. Think big.
Harbour edge protection- seawalls and stopbanks that are eroding and failing with flooding and inundation from increasing storm events. Many of these walls hold up roading infrastructure.	Potential 'bulk consent' process for repairing and replacing seawalls, particularly historic ones in the CMA. Address seawall and civil infrastructure collectively e.g. Hōreke, Rawene and Kohukohu as a minimum. Re-naturalisation and declamation could be considered where appropriate and possible, creating habitat and trail experiences amongst saltmarshes.
The Twin Coast Cycle Trail stops at Hōreke/ Māngungu Mission, and it is cost prohibitive to continue by land/bridge. Off-road cycling and walking trails that are not extended or connected up will be a big missed opportunity.	The cycleway extension will make a difference to visitor numbers. Most feasible alternative is by water- Hōreke, Rawene and Kohukohu and beyond to Ōpononi and Ōmāpere.
There are limited safe places to walk and cycle off-road in these communities, especially for vulnerable road users, including school children. Roads cling to the edge of the harbour, often on reclaimed land formed with narrow/ no footpaths. Local roads often end in paper roads and are not well connected. Roads are dominated by fast moving private vehicles and heavy freight	Safe, off-road places for recreation will be new and valuable to the community and visitors. Utilising existing infrastructure, including paper roads and stopbanks will help create connected trails and longer routes.
Parts of the harbour are unsafe, especially for inexperienced visitors and children. But the Hokianga should be experienced by water and there are lots of untapped opportunities.	Experiencing the harbour by boat or waka and connecting to historic landing places. Guided tours and better infrastructure at landing places will provide community and visitors with more safe water based recreation options.
Far North District Council proposal to apply for dark sky reserve status requires wider recognition, promotion and funding, as well as support to preserve the status in the future. A steering group needs broader representation of North Hokianga residents to gain trust and credibility. A steering group will need to collaborate with the Council and the International Dark-Sky Association to work through the necessary scientific requirements, plans and procedures toward granting of Dark Sky Reserve status. Existing and future infrastructure will need to be designed and specified to enable dark sky status (e.g. hooded street lights at intersections).	The North Hokianga could join a select group of places around the world with official 'dark sky' status. Only 13 dark sky reserves — areas with outstanding night skies and protection from future sources of light pollution — are recognised around the world by the International Dark-Sky Association (IDA). The only one in New Zealand is Aoraki Mackenzie International Dark Sky Reserve. Gaining the status of Dark Sky Reserve carries high conservation value, including land protection and support for nocturnal habitat. Reserve status has great potential economic value, through ecological and astronomical tourism, as well as from its high scientific and educational value and interest. Dark sky status could boost boutique tourism in the North Hokianga, especially home stays and marae-based activities, because people need to stay overnight for the experience.



# Overarching Themes. Cluster Scale.

## EXPERIENCING THE JOURNEY (ROADING INFRASTRUCTURE)

Problems and risks	Opportunities
If there is an issue with the existing car ferry, the 'road' is effectively closed. The ferry is part of the road- the Twin Coast Discovery Route (TCDR), and general community consensus is that the ferry does not run often enough (especially peak season) and is not reliable enough. The ferry service is being re-tendered. The problem that the Ferry Committee are trying to solve with ferries is multi-layered: a) frequency, b) fuel and cost, c) shorten travel distance and time, d) reduce impact of queuing on towns, e) extend visitor experience, f) operate ferries later in the day- extend hours of operation, g) dredging and reclamation	'Harbour as highway, water as connector'. Several options have been investigated, but require a full business case. Options considered include a) an additional smaller car ferry to run at the same time as the current ferry in peak season (and instead of big ferry in low season while it is being maintained), b) moving the ferry landing from The Narrows westward so that it is a shorter distance to travel (requires dredging and reclamation), c) electric ferry and d) passenger ferry.
There is a locally owned charter boat service – the historic Rānui, which takes people between towns and runs when the car ferry is broken. But it is not a passenger ferry service. It mainly serves visitors with pre-bookings and tailored packages for guided tours. This is an untapped opportunity for servicing locals and visitors with a more regular, affordable service.	A new passenger ferry service will make transport more resilient and frequent, and encourage people to stay longer by doing day trips and tours. A passenger ferry service could operate alongside the car ferry during peak season to increase frequency. Two ferries during peak season would provide resilience to 'road closures'. A passenger ferry service would go straight to the 'front door' of each town.
Higher level of investment and maintenance needed for the TCDR. More visitors would use this road if it was better maintained and safer (i.e. not locally funded on rates). If more visitors use it, that is good for local economy. The TCDR through Rawene and Kohukohu is not a State Highway or byway like other towns, so road classification is a perceived issue.	Re-classification is unlikely, but operational subsidies are possible under the One Network Road Classification system (ONRC) for Northland. NZTA provides a funding subsidy to Councils for certain criteria, usually with a matching funding policy for Councils. There could be an application to increase subsidies without changing the classification.
The challenging topography on the edge of the harbor creates a road network with limited opportunities for safe and connected walking and cycling for locals or visitors, and especially vulnerable road users.	Slow speed environments for walking and cycling, shared spaces (in some particular cases), boardwalks and widened footpaths or shared paths could all provide better, safer options than currently exist.
Over-use of signage and temporary interventions that cause clutter.	Combine and rationalise signage where possible. Where signage is needed make it effective- e.g. speed signs both sides of the road and clear directions in the right locations. Paint speed markings on road where appropriate.
There is no obvious information hub/ directions/ wayfinding, map or brochure stand when visitors get off the ferry.	Signage and information on the ferry is a good way to inform visitors about experiences, places to stay, things to do. Signage for Wi-fi is a good attractor for visitors especially co-located with other services, and an efficient way to access information.
There is huge reliance on private vehicles and no real public transport or affordable taxi system. This is very isolating for an ageing population. There is a shuttle service that needs to be booked to make a detour to Rawene, and it runs infrequently. Bring back transport services- demand is there, especially for elderly- but not financially viable as a business.	Small buses and shuttles are appropriate for small towns to help people get around. Services like 'Driving Miss Daisy' could work for elderly. Local employment opportunity in efficient and reliable transport for locals as well as visitors.
Seawall repair is a massive long-term infrastructural issue, and a complex process. Infrastructure is ageing and there has been significant under investment.	Economies of scale and seawall repair 'with multiple benefits'- water access, consideration for sea level rise, fixing drainage and sewage overflow, selectively clearing mangroves for views, revealing history
Vehicles often speed to get to the car ferry. There is not a lot of information about ferry sailings available. Heavy freight vehicle conflicts, in some towns, compound this issue.	Digital signage is an option- ferry timetable and speed warnings, but it may also cause people to speed if they think they can make it. Traffic calming is needed before other projects can happen. Promote 'Slow to flow/ Hokianga time', a Hokianga version of speed management.
The towns could feel a lot more pedestrian friendly – so that people want to walk, and take notice of the unique environment. Locals speed too.	Calm traffic to create slow speed environment in places where there are other built environment or environmental factors that support behavioural shift and create transitional buffer zones. Street activation helps people pay attention to speed warnings- a reason to slow down.
Speed change zones don't always seem to be in the right place. Sometimes the environment dictates how fast people should go- with hills and bends in the road.	Review speed zones in relation to threshold treatment and location. It is a relatively short distance from SH12 to Rawene, and from the Narrows to Kohukohu so speeds could be lowered for these sections of road overall.

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

Problems and risks	Opportunities
The ferry comes straight into town for Rawene (which is an advantage but also something to be managed), but not for Kohukohu and Hōreke.	A new passenger ferry service could make transport more resilient and frequent, and encourage people to stay longer by doing day trips and tours- taking them straight to the shops, galleries, eateries and accommodation in each town, without the impact of vehicles loading and unloading. The wharf itself could become a thriving social and communal space. A regular passenger ferry service will make a big difference for visitors and locals- e.g. access to health services.
Communities are isolated from each other, and rely heavily on the ferry. It is hard for businesses to operate in isolation. Services are spread out. Rawene is a base for healthcare with the hospital, and relies on satellite facilities in other towns to reach the wider community.	Harbour trails by water will help connect up Hokianga towns with a generous, symbiotic experience-based network of services. Hokianga Tourism Association and Healthcare to support experiences and services that link up the towns. The Northland Regional Public Transport Strategy could consider the wider options and benefits of water based travel.
The 'living heritage' in Rawene, Kohukohu and Hōreke would all benefit from some investment. This usually relies on 'outside private financing'. Heritage precinct and buildings are hard to re-purpose and costly to maintain, which is a deterrent to most businesses.	Build on local success stories and learnings, put together a 'fact sheet' and create a role for an ambassador or navigator who can help other businesses survive, co-locate or pool resources- such as micro-businesses occupying a larger space.
New or overly polished development could ruin the character inherent in the imperfections of these heritage towns, with layers of history revealed and added to over time.	Living heritage is what keeps these towns alive- they adapt over time, slowly evolving within the heritage fabric that is so attractive to visitors. Plan carefully for a consistent design approach that is 'fit for purpose' in these towns.
There is not much left for young people in these Hokianga towns. Recreational facilities are limited and co-locating with schools and other facilities to survive. Sport teams are dropping in numbers. Accommodation, education and employment are lacking.	The youth sailing programme and community shed has been successful in Rawene, and made possible in part by divestment of assets. Hold the young people here with accommodation and jobs thought about holistically as live-work options. Social procurement is an opportunity to uplift local job creation, and improve quality of service due to remote location
Be careful of the impact of big infrastructure on little businesses, little towns and fragile environments imbued with history. People like the 'backwaters', they don't want it crowded.	There is opportunity in the small scale, finer grain development that is appropriate for these places with heritage and space constraints. Trading on the idea of 'lots of small things' could be a selling point. Clusters of small houses, small galleries and workshops, small towns connected by trails etc. This spreads the impact and creates something unique at the same time.



# Overarching Themes. Township Scale.

## Rawene Big Ideas and Themes.

Today Rawene’s population is approximately 470 people and of which 68% are Māori. The township clings to a distinctive finger of land pointing northward into the Hokianga Harbour. The ridgeline road takes visitors straight to the ferry without really pausing to appreciate the beauty of its edges – where the sun rises and sets from east to west. The topography is challenging for connecting roads and services, it is what gives Rawene its unique personality and its rich history. It is also what makes it vulnerable to the natural elements- tidal action from the west and flooding in storm events. Rawene was traditionally a meeting place- a waka landing, fishing grounds, cultural ‘hub’ and wānanga for the surrounding Iwi and hapū because of the interconnectivity between marae in the Hokianga. In future, it could thrive in the full reconnection with these fundamental values, in support of its status as an outstanding natural landscape and heritage precinct.

### IDENTIFY WITH THE LANDSCAPE (ENVIRONMENTAL CONSIDERATIONS)

Problems and risks	Opportunities
Rawene Domain is the main recreational space but is not well utilized. It was previously the rugby grounds which now occupy the school fields and share facilities. Community events have been held here in the past but have not been sustainable. It occupies an area of reclaimed land formed to create an airstrip during World War Two. The Domain floods from time to time in storm events, and the saline soils are not able to tolerate certain types of planting. – The stopbanks are eroding in places with what appears to be some stability issues, but present an excellent opportunity to extend the mangrove walk. A community needs survey has been completed for recreational needs in Rawene 2004, along with a ‘Community Facilities in Rawene Feasibility Study in 2008’.	Naturalisation and declamation could be an opportunity here- to partially return the saltmarsh environment and extend the mangrove boardwalk, rather than reinventing purpose and use of the historic reclamation. Other options could include windmills for pumping the water out to increase recreational use, or transforming and rezoning the land to provide much-needed accommodation. Iwi Hapū have a clear vision and direction for sustainable business and tourism that creates healthy habitat, restores mana, and recognizes traditional associations with place. Let nature thrive! Rawene should not be tamed and manicured, it has a wild charm.
The western edge has been eroded over time, and many of the old jetties have disappeared. Flooding is an issue along Russell Esplanade, and there is limited public access to the western edge of the peninsula. Sea level rise and climate change impacts on the western edge- especially Russell Esplanade.	Retain low tide access, and ‘point access’ down to the water’s edge where possible, such as the zig zag track and pou marker project installed by community at the end of Manning Street. Continue to support community projects for planting and stabilizing natural edges- not just planting but ongoing maintenance as well.
Infrastructural issues with wastewater and stormwater network overflows, and sewage treatment areas are impacting on traditional māori wānanga and food gathering areas. Access to wastewater systems tend to be in utility service units that impact on high amenity public spaces/ water access areas- and are poorly located.	These wider infrastructural issues need to be addressed with greater investment as a priority- because they impact on cultural values, environmental and natural assets, and community wellbeing- these are also reasons why visitors may or may not come to these places. This could start with an Iwi hapū led conversation.
Rawene is isolated. To act as a base or a hub for activities in the area, Rawene needs to be better connected to trails and multi-day adventures, as well as more immersive local experiences.	There is potential for future new ‘Great Walks’ from Rawene (led by Iwi Hapū in partnership with DOC) Tangata whenua and whanau run hospitality and tourism businesses make a more authentic visitor experience, help community thrive and be more sustainable. ‘Nga-HERE’: Health, Education, Recreation, Environment.
There are limited safe off-road places to walk in Rawene, and not many fun, free experiences for families, except for the Mangrove Boardwalk.	There are opportunities to connect up paper road walking links to the Domain, and connect the popular mangrove walk along the stopbank as a shared walk and cycle loop that could be extended further in future. A loop track could be a big drawcard for visitors and something for families especially.

### EXPERIENCING THE JOURNEY (ROADING INFRASTRUCTURE)

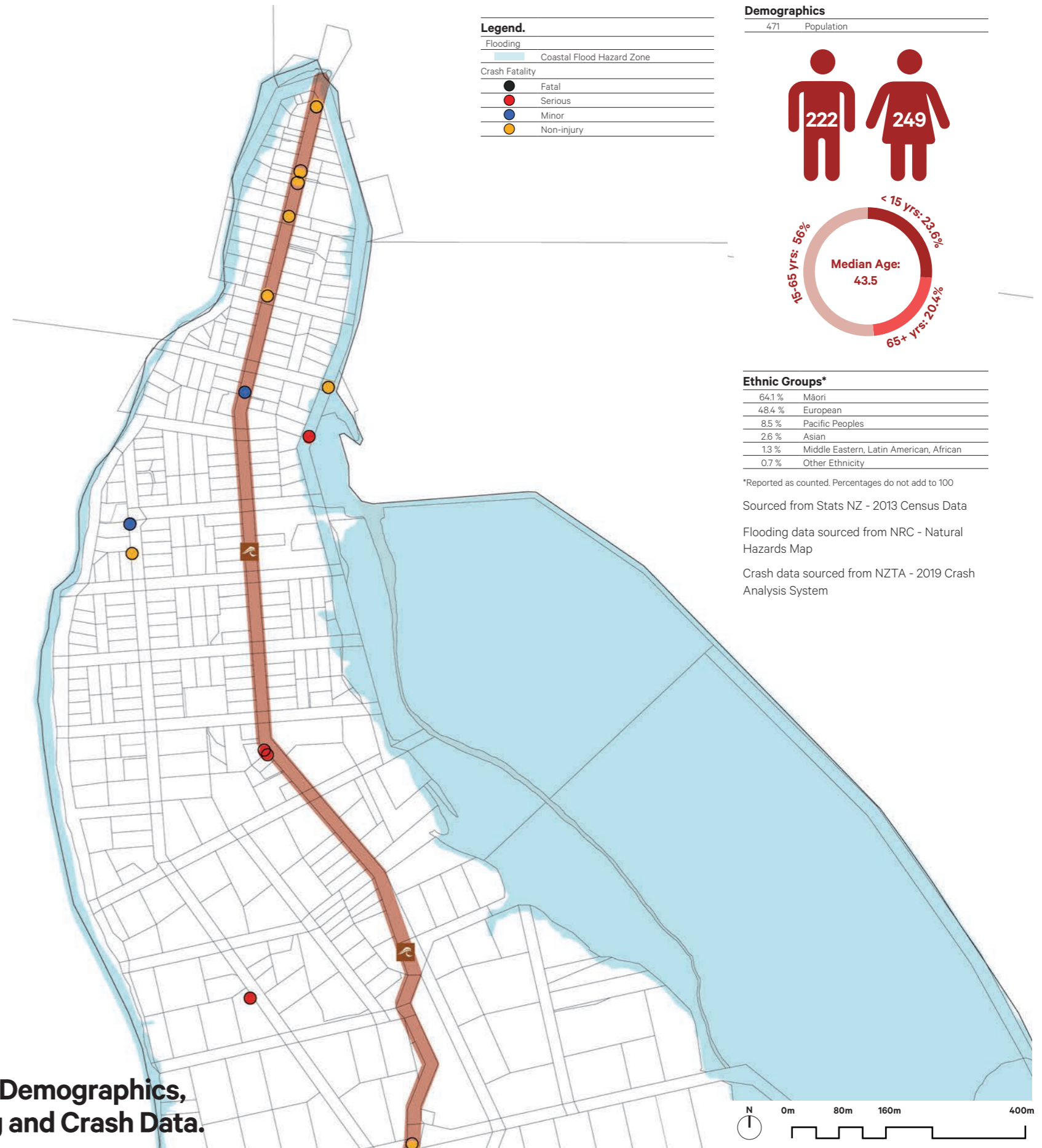
Problems and risks	Opportunities
The street network is confusing for visitors, particularly those searching for accommodation/ the campground. Roads don’t connect up- they turn into unformed paper roads and cause issues with campervans getting stuck.	Wayfinding, directional signage and pou markers will make it easier to get around Rawene,
Parking is an issue- especially for coaches buses, campervans and larger vehicles. Most visitors park up at the ferry, or attempt to drive down Clendon Esplanade and park outside Clendon House. The Ventor Trail will create parking challenges near the hospital in future.	There is more room and more flat land along the eastern edge to find parking, and have access to more amenities and experiences. This encourages visitors to spend more time exploring before getting on the ferry, and to potentially find out about day trips they could do using Rawene as a base.
Some vehicles speed to the ferry, while others want to stop. One road in, and one road out- causes problems and safety concerns around the hospital and school, and through the town.	Create places to pause, pullover, appreciate scenery. Look at intersection design and reinforce traffic speeds.
Footpaths are hit and miss- they don’t connect up, and it is hard to cross from one side to the other. Sometimes no footpath is ok on the quiet local roads and part of the character, but the main road is problematic.	Make the footpaths continuous and provide crossings.
Peak season is a different story to low season. Traffic fluctuates. The ferry loading area and Clendon Esplanade become congested. There are conflicts with parking spaces, loading areas and disability parks outside shops.	Manage peak season issues without ‘overkill’ on infrastructure that could compromise the character of Rawene.



# Overarching Themes. Township Scale.

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

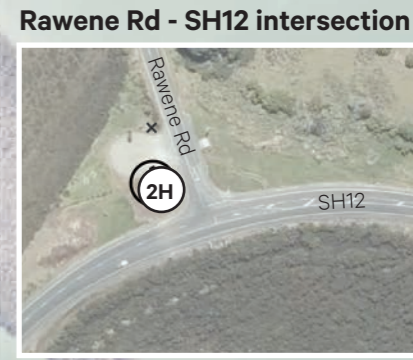
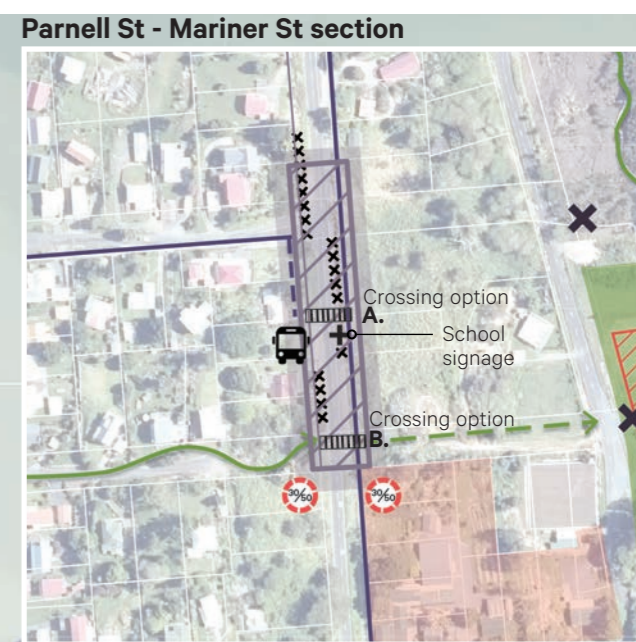
Problems and risks	Opportunities
Northtec has closed in Rawene. The wānanga environment is part of its history. There were some bespoke courses- arts, environmental.	Support to reinvent or revive a wānanga environment in Rawene- and expand potential for learning, arts and environment.
Limited accommodation for locals, workers and visitors.	Grow live-work models to be self sustaining- e.g. artists in residence, workshops, collectives. Explore the potential of Clendon Esplanade/ Domain edge.
Accommodation in Rawene is generally small and boutique, BnB options particularly. There are mixed views on Freedom camping, it doesn't seem like a good fit here for a lot of local people.	Community based accommodation options- small and boutique, lodge or inn, tangata whenua cultural stays- for more authentic local experience. Broaden the experience- arts and crafts experience (studio/ workshop stays), retreats and immersive stays.
Innovative local businesses and community services make the town an attractive place to visit and live in, but there is limited opportunity for owning and renovating buildings for businesses, and too many restrictions.	The art community will thrive even more if locals could afford to buy the buildings. Key to current regeneration is relationships and investment from outside the community.
Visitors have limited knowledge about what to do in Rawene. Guided tours stop at Clendon House and move on.	Clendon House is an opportunity to tap into an existing well-maintained tourism facility as one of the 7 Tohu Whenua (formerly called Landmark) sites managed and marketed in Northland as a high-profile Crown owned heritage destination. Grow experiences within Rawene that are connected to this attraction.
Progress is slow with the Ventnor trail and there are limitations with parking around the memorial site.	The Chinese pilgrimage story around the SS Ventnor is an important one- with the brand new memorial site in Rawene at the cemetery, within a trail that includes Arai te Uru (above the southern entrance to the Hokianga Harbour) and Mitimiti (via Kohukohu).
Play and recreation for children and youth is largely based around the school and sailing/ water activities. There is no real 'play' opportunity for visitors, and communal play areas are limited.	Youth friendly Rawene! Bring visitors and community together, for a fun and friendly local experience. The Domain and the town square
Information for visitors is limited and hard to find. 'Just ask a local' is the usual way.	Opportunities for improved visitor information points include: the ferry, the art gallery, the town square, the Domain trails, and the SH12 turnoff. Multiple options and potential for interactions on the street and in public spaces.





# Rawene Improvement Plan.

Legend.	
<b>1. Landscape Improvements.</b>	
	Seawall repair and water access
	Naturalise edge, coastal walkway
	Paper road walking trail
	Green links (existing)
	Walk and cycle trails
	Weed removal and planting
	Conservation Area/Park
	Drainage/retaining wall barrier repair
<b>2. Journey Improvements.</b>	
	Main Street upgrade
	Speed management threshold, crossings and signage
	One way shared zone turnaround
	Town slow zone - 30km/hr pedestrian environment
	Town slow zone - 50km/hr
	Landing, parking and turnaround
	On road walk and cycle extension
	Footpath - existing
	Footpath - extension
	Trail entry points
	Existing signage
	Existing zebra crossing
	Proposed raised zebra crossing
	Pedestrian central refuge island
	Frictional surfacing/speed threshold
	New directional signage
	Gateway signage/feature
	Existing public toilets
	Proposed public toilets
	Existing carpark
	Proposed carpark
	New Bus Stop
	Proposed intersection upgrade
	Speed zone - existing removed/relocated
	Speed zone - proposed/relocated
	School speed signage
<b>3. Destination Improvements.</b>	
	Destination civic space
	School/campus/community
	Park upgrade/play activity
	Heritage Precinct
	Heritage buildings





# Delivery Plan Summary.

Plan reference		Project Type.	Project Phase/Timeline Summary			Overall Score of Measures, Outcomes and Benefits		
Number	Name	<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p><b>Landscape</b></p> <ul style="list-style-type: none"> <li> Environment and ecology</li> <li> Markers, artwork and wayfinding</li> <li> Ease of pedestrian movement</li> </ul> </div> <div style="width: 30%;"> <p><b>Cycling and trails</b></p> <ul style="list-style-type: none"> <li> Cycling and trails</li> <li> Access to water</li> <li> Gathering amenities</li> </ul> </div> <div style="width: 30%;"> <p><b>Journey</b></p> <ul style="list-style-type: none"> <li> Roding, safety and speed management</li> <li> Directions and signposting</li> <li> Road maintenance and improvements</li> <li> Thresholds and gateways</li> </ul> </div> </div>						
			<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p><b>Destination</b></p> <ul style="list-style-type: none"> <li> Play, sports and events</li> <li> Experience, identity, community and business</li> <li> Gathering Places</li> </ul> </div> <div style="width: 30%;"> <p><b>Visitor facilities</b></p> <ul style="list-style-type: none"> <li> Visitor facilities</li> <li> Information and rest stops</li> </ul> </div> </div>			Investigate	Design	Build
<b>LANDSCAPE</b>								
1A	Rawene Domain walk and cycle trails							
1B	Rawene Domain entry/ edge restoration							
1C	Clendon esplanade boat ramp upgrade							
1D	Russell Esplanade rest area							
1E	Rawene green links project							
<b>JOURNEY</b>								
2A	Clendon Esplanade shared zone- one way vehicle movement, 2 way cyclists							
2B	Ferry landing, loading, and waiting - slow speed environment							
2C	Parnell Street- slow zone and main street upgrade							
2D	Parnell Street- Mariner Street section- bus stop, speed management and pedestrian movement							
2E	Parnell Street and Marmon Street- school slow zone							
2F	Parnell Street- hospital intersection upgrade							
2G	Parnell Street and Manning Street footpath extensions							
2H	Rawene SH12 junction (off plan)							
2I	Passenger ferry service							
<b>DESTINATION</b>								
3A	Rawene Domain Play and Learning Hub							
3B	Town Square upgrade							



# Improvement Projects. Reference Images.



**Landscape Improvements.**

- 1A Rawene Domain walk and cycle trails
- 1B Rawene Domain entry/ edge restoration
- 1C Clendon esplanade boat ramp upgrade
- 1D Russell Esplanade rest area
- 1E Rawene green links project

**Destination Improvements.**

- 3A Rawene Domain Play and Learning Hub
- 3B Town Square upgrade



# Improvement Projects. Reference Images.



Journey Improvements.	
2A	Clendon Esplanade shared zone- one way vehicle movement, 2 way cyclists
2B	Ferry landing, loading, and waiting - slow speed environment
2C	Parnell Street- slow zone and main street upgrade
2D	Parnell Street- Mariner Street section- bus stop, speed management and pedestrian movement
2E	Parnell Street and Marmon Street- school slow zone
2F	Parnell Street- hospital intersection upgrade
2G	Parnell Street and Manning Street footpath extensions
2H	Rawene SH12 junction (off plan)
2I	Passenger ferry service



# Rawene Improvement Plan.

## Landscape.

Final

**Legend.**

**1. Landscape Improvements.**

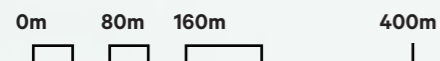
- Seawall repair and water access
- Naturalise edge, coastal walkway
- Paper road walking trail
- Green links (existing)
- Walk and cycle trails
- Weed removal and planting
- Conservation Area/Park
- Drainage/retaining wall barrier repair

**2. Journey Improvements.**

- Main Street upgrade
- Speed management threshold, crossings and signage
- One way shared zone turnaround
- Town slow zone - 30km/hr pedestrian environment
- Town slow zone - 50km/hr
- Landing, parking and turnaround
- On road walk and cycle extension
- Footpath - existing
- Footpath - extension
- Trail entry points
- Existing signage
- Existing zebra crossing
- Proposed raised zebra crossing
- Pedestrian central refuge island
- Frictional surfacing/speed threshold
- New directional signage
- Gateway signage/feature
- Existing public toilets
- Proposed public toilets
- Existing carpark
- Proposed carpark
- New Bus Stop
- Proposed intersection upgrade
- Speed zone - existing removed/relocated
- Speed zone - proposed/relocated
- School speed signage

**3. Destination Improvements.**

- Destination civic space
- School/campus/community
- Park upgrade/play activity
- Heritage Precinct
- Heritage buildings



Plan reference	Number	Name	Vision statement	Key design move
<b>LANDSCAPE</b>				
1A	Rawene Domain walk and cycle trails	Identify with landscape: A playful edge and loop experience	Walking trail experiences tell 'living history' stories. Restored healthy harbour habitat. Safe recreation away from cars. Build on Te Ara Manawa o Rawene attraction.	
1B	Rawene Domain entry/ edge restoration	Identify with landscape: A playful edge and loop experience	Walking trail experiences tell 'living history' stories. Restored healthy harbour habitat. Safe recreation away from cars. Build on Te Ara Manawa o Rawene attraction.	
1C	Clendon esplanade boat ramp upgrade	Identify with landscape: A playful edge and loop experience	Walking trail experiences tell 'living history' stories. Restored healthy harbour habitat	
1D	Russell Esplanade rest area	Identify with landscape: A playful edge and loop experience	Walking trail experiences tell 'living history' stories. Restored healthy harbour habitat	
1E	Rawene green links project	Identify with landscape: A playful edge and loop experience	East-west green links from ridge to water	



# 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: Cycling and trails, Markers artwork and wayfinding	Create	Rawene Domain - recreation reserve, stopbanks and coastal edge	A complete walk, run and cycle trail loop of 1900m (stage one) that extends the popular mangrove walkway experience around the edge of the Domain, creating a place for locals to walk and exercise 'off-road' given that there are limited street options and walkways in Rawene, and steep topography. Would be used by school and community. This also creates an attraction for visitors to spend more time in Rawene, and different ways of moving around. Could be connected to wider cycle trails in future if completed. Over time the stop bank could be naturalised with sections of declamation and boardwalks. Currently floods and saline soils.	1B, 3A	Design and investigation: Domain masterplan (and reviewing previous investigations). Investigate existing stopbank condition/ stability to support trails along top. If no more than minor repairs warrant temporary investment- then install compacted permeable surface for loop trail of 2- 3m width along top of stopbank or 1750m linking to existing Ara Manawa o Rawene mangrove walk, along with trail markers (locally commissioned artwork/ pou x 10)	Detailed design, consents, consult, implement: commence staged and controlled re-naturalisation of Rawene Domain edge, re-route sections of trail, and construct sections of mangrove/ saltmarsh crossed by bridges and boardwalks (3 sections of 40-50m boardwalk) . Investigate stage 2 extension of trails connecting to De Thierry Street and land ownership/ easement options	Detailed design, consents, consult, implement: Complete additional sections of boardwalk (allow 3 additional sections of 40-50m boardwalk) . through the re-naturalised Domain edge, and install interpretive signage (e.g. regarding history of the WWII airstrip). Commence stage 2 extension of trails connecting to De Thierry Street	Geotech and climate change issues. Condition of stopbank unknown but local knowledge suggests it is unstable and likely to fail in the next few years. Cost benefit for repair of stopbank vs staged re-naturalisation of edge to be undertaken
Landscape: Environment and ecology, Markers artwork and wayfinding	Improve and Grow	Rawene Domain - recreation reserve- entry and edge between Clendon Esplanade and the stream	Exemplar environmental restoration, conservation and biodiversity ,and climate change project of approx 40,000m <sup>2</sup> , that involves and educates community and visitors- resulting in the weed eradication and replanting of approximately 31,000 m <sup>2</sup> of riparian/ former coastal edge, and promoting opportunities for wānanga learning experiences for community and visitors (eco-tours and experiences linked to authentic cultural experience). Refer also to Rawene Domain walk and cycle trails and naturalisation of coastal edge.	3A, 1A	Establish partnerships (e.g. Iwi-hapu, NRC, schools, DOC) , establish plant nursery (potential temporary site- Northtec) and Domain masterplan as above to inform staged restoration areas (including ecology, geotech, soils, and sea level rise/ flooding where there may be a need to raise ground levels). Commence weed eradication. Business case for learning centre and potential sites (e.g. Northtec or new site adjacent school or community shed).	Design and implement: Stage one groundwork, flood protection, planting and restoration- approx 12000m <sup>2</sup> . Formalise car parking and trail entrances to Domain with signage and locally commissioned artwork/ markers (3 areas- approx 6000m <sup>2</sup> , 2000m <sup>2</sup> and 1000m <sup>2</sup> ). EV charging station in car park. Ensure parking for campervans at trail entrances. Start partnering investigations on future link to learning environment- youth, community, visitors	Design and implement: Stage two groundwork, flood protection, planting and restoration- approx 1900m <sup>2</sup> . Grow education programme	Flooding and saline soils may not promote good riparian restoration. Planting areas to be well considered to ensure that they don't create safety or CPTED issues/ exacerbate flooding/ prevent future development opportunities.
Landscape: Environment and ecology, Access to water	Improve and create	Clendon esplanade- existing boat ramp and parking area opposite Clendon House	Improve facilities around existing boat ramp to cater for community and youth sailing and visitor rest stop (including campervan parking ). Promote water based tourism opportunities- linking experiences by harbour and waterways (but manage and limit jet-skis and speed boats- emphasis on quiet water play). Restore existing wharf north of boat ramp for community use and visitor experience	2A	Implement renewals: Upgrade picnic tables and provide additional seating, bike racks, upgrade to new toilets to include change and showers and investigate relocation to other side of the road with potential lock up space included. Commence design investigation and consenting for seawall repair and options for improved water access for small boats, kayaks and waka ama (e.g. upgrade ramp, include longer steps into seawall, and floating pontoon).	Design and construct: Commence seawall repair and improved water access (e.g. upgrade ramp, include longer steps into seawall, and floating pontoon). Include planting and options to stop/ filter runoff of pollutants into harbour. Allow space for hire trailers to park up- e.g. kayak hire/ bike hire, and coffee cart.	Repair and rebuild existing historic wharf north of boat ramp for community use and visitor experience.	Sea wall stabilisation and sea rise/ inundation
Landscape: Environment and ecology, Access to water	Improve	Russell Esplanade- from existing vehicle parking and turnaround area by toilets, to 'rubble pile' at southern end of Russell Esplanade.	Relocate toilets to improve beach access and picnic area, selectively remove mangroves and open views to the harbour. New amenities for picnic area. Tidy up coastal edge and replant. Rebuild seawall to address flooding.	2B	Feasibility investigation and design: flooding, erosion and sea level rise issues on western edge to inform investment in infrastructure. Remove rubbish along coastal edge, remove rubble and replant- leaving some open picnic areas. Install two new picnic tables, and information board for visitors about wider Hokianga experiences.	Plan and implement: Toilet is recently installed but poorly located and blocks access to one of few small beach areas. Relocate toilet and improve beach access. Future proof potential walkway connection from Russell Esplanade to Parnell Street using paper road (based on investigation for flood and erosion protection and consultation to investigate connection). Include 30m boardwalk plus 20 m steps - assume box gravel and handrail.		Toilets have just gone in for \$50k but lost opportunity- in wrong place and painted white.
Landscape: Ease of pedestrian movement, markers artwork and wayfinding	Improve and create	Paper roads- McDonell St, Webster St, Martin St, Marmon St	Programme to upgrade existing green links- walkway surface and grades, trail markers /artworks/ pou, playful interventions (Martin Street used to have a flying fox!), and construct new links along paper roads that create loop connections. Trail marker/ pou project could look at digital app for history and stories along trails. Provides a repeatable visual cue for trails.	2E	Design, collaborate, implement: Domain east links: Upgrade existing trails and construct least-west trail links that connect to the Domain, including steps in steep slopes and commission local artist for trail markers/pou. McDonell St paper road east and west- 61m and 7m elevation difference, Marmon Street paper road (west) 90m and 20m elevation difference, Webster St least paper Road 270 m and 20m elevation difference	Design, collaborate, implement: Hospital west links: Construct east- west trail links that connect to the hospital and conservation areas, including steps in steep slopes and commission local artist for trail markers/pou, Webster St west paper road 270 m and 20m elevation difference.	Design, collaborate, implement: main street links: Construct east-west trail links that connect to the main street, including steps in steep slopes and commission local artist for trail markers/pou. Martin St west paper road 100m and 16m elevation, Birch Street Paper Road 146m and 15m elevation difference.	Geotech investigations for steep slopes between Parnell Street and the Domain- investigate track alignment and grades.

\* Items excluded from costings



# Rawene Improvement Plan.

## Journey.

Final

**Legend.**

**1. Landscape Improvements.**

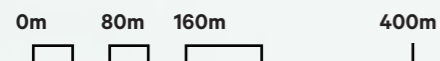
- Seawall repair and water access
- Naturalise edge, coastal walkway
- Paper road walking trail
- Green links (existing)
- Walk and cycle trails
- Weed removal and planting
- Conservation Area/Park
- Drainage/retaining wall barrier repair

**2. Journey Improvements.**

- Main Street upgrade
- Speed management threshold, crossings and signage
- One way shared zone turnaround
- Town slow zone - 30km/hr pedestrian environment
- Town slow zone - 50km/hr
- Landing, parking and turnaround
- On road walk and cycle extension
- Footpath - existing
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- School speed signage

**3. Destination Improvements.**

- Destination civic space
- School/campus/community
- Park upgrade/play activity
- Heritage Precinct
- Heritage buildings



Plan reference	Number	Name	Vision statement	Key design move
<b>JOURNEY</b>				
2A		Clendon Esplanade shared zone- one way vehicle movement, 2 way cyclists	Experiencing the journey: Pull the journey least and loop experience	Pull the journey to the eastern edge and walk or cycle into town. A slow speed environment for vehicles and pedestrians in the centre.
2B		Ferry landing, loading, and waiting - slow speed environment	Experiencing the journey: You've arrived! This is Hokianga time.	Slower pace- pause, appreciate views and natural gateways. A resilient ferry service with regular sailings
2C		Parnell Street- slow zone and main street upgrade	Experiencing the journey: You've arrived! This is Hokianga time.	A slow speed environment for vehicles and pedestrians in the centre. Slower pace to pause, appreciate views and natural gateways.



# 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, directions and signposting, Landscape: Ease of pedestrian movement, Access to water	Create and improve	Clendon esplanade	Road improvements and signage to create one-way traffic shared zone along Clendon esplanade from Parnell St intersection to intersection of Ara Manawa o Rawene- mangrove walkway entry/ Gundry St paper road (vehicles moving one-way southward away from the ferry). *Consider removal of two parallel parking spaces on the north western side – outside existing shops- to provide wider area for pedestrians in busiest and narrowest zone of esplanade. Investigate alternative options to Clendon Shared Zone, with potential two-way traffic from the boat ramp in a southward direction with turnaround at boat ramp, and eliminating vehicles on Clendon Esplanade between Parnell Street and the boat ramp, whilst allowing for existing use rights in front of café and shops. Consider CPTED design principles and Safer System Methodology with input from NTA during the pre-implementation phase.	1C, 2B	Design and implement stage one: Replace chip seal with asphalt, repair sections of seawall, install signage and necessary resolutions to create a shared space for one-way vehicle movement and 2-way cyclist movement. No entry signs (“except cyclists”) from south will be located past mangrove walkway heading northward along esplanade. Rationalise, combine and simplify information and directional signage at Clendon/ Parnell intersection (to Clendon house, toilets, parking, one way etc). Create vehicle turn-around space at the no-entry location. Change road markings at northern end (remove limit line and centreline on Clendon Esplanade). *Consider removal of two parallel parking spaces on the north western side – outside existing shops- to provide wider area for pedestrians in busiest and narrowest zone of esplanade. Investigate alternative options to Clendon Shared Zone, particularly to accommodate vehicles turning at boat ramp and mangrove walk.	Design and implement stage two: At Ara Manawa o Rawene mangrove walkway entry/ Gundry Rd intersection - upgrade seawall, car parking and vehicle turnaround space, creating water access for waka/small boats/ kayaks with selective mangrove clearance, and tidy up of mangrove walkway entry with new trail signage and artwork .	Review surface treatment for Clendon Esplanade shared zone based on monitoring and performance, maintenance for surface treatments and repair of seawall.	Additional geotech work to be undertaken for condition of seawall, seal level rise. One-way system could be trailed for a period of time before more permanent interventions considered. Consents likely to be required for Gundry Rd/ Mangrove walkway entry and water access
Journey: thresholds and gateways, directions and signposting, Rooding safety and speed management, road maintenance and improvements Destination: Information and rest stops	Improve and create	Wharf/ boat ramp and Russell Esplanade from intersection with northern end of Parnell street and Clendon Esplanade, to turnaround, toilets and picnic space	Marshall/ ambassador/ warden employed to manage ferry loading and unloading at intersection of Parnell Street, Clendon Esplanade and Russell Esplanade, and provide local information during peak season. Rationalise parking outside post office and adjacent shops so that pedestrians can cross between Parnell Street and Clendon Esplanade without needing to walk around parked vehicles, to ensure good pedestrian connectivity to wharf for potential passenger ferry.	2A, 1D	Implement- management of ferry loading and unloading with a marshall during peak season - run a trial. Design and construct- Seawall and railing repair for turnaround area on Russell Esplanade beside toilets, with improved layout and possible additional parking with line marking. Address runoff into harbour and filter with rain garden planting.			Funding risks for car ferry service, don't want to load onto ratepayers. Needs viable and sustainable financial model
Journey: thresholds and gateways, Rooding safety and speed management Destination: Experience, identity community and business	Improve	Parnell Street- main street section from Martin St paper road/ # 21 to #1 Gallery	Main street interventions to create a slow speed environment and 30 kph speed limit along Parnell Street through the main centre. Footpath repair and widening, seating and lighting on main street, build outs and planting, new raised zebra pedestrian crossings x2 – 1 outside the RVFB and one outside just north of the old Courthouse/ opposite the town square, with a possible third at the bottom of Parnell Street opposite the Postmasters Boutique. *Parking to be removed and new kerb build-outs installed to ensure sufficient sight distance is provided around zebra crossing points. Investigate other speed management designs that addresses the safety of pedestrians with input from the NTA during the pre implementation phase.	3B	Install raised zebra crossing and signage x 1 outside the RVFB. *Parking to be removed and new kerb build-outs installed to ensure sufficient sight distance is provided around zebra crossing points.	Concept design and consult: Plan and consult for main street upgrade (approx 500m), in conjunction with town square upgrade. Relocate or build shelter for waka outside Cross Over church. Detail design and construct: remaining raised zebra crossings and signage, footpaths, seating, lighting and build-outs with planting. *Parking to be removed and new kerb build-outs installed to ensure sufficient sight distance is provided around zebra crossing points.		Heritage precinct, heritage constraints to be considered- mostly relates to building fabric

\* Items excluded from costings



# Rawene Improvement Plan. Journey.

- Legend.**
- 1. Landscape Improvements.**
- Seawall repair and water access
  - Naturalise edge, coastal walkway
  - Paper road walking trail
  - Green links (existing)
  - Walk and cycle trails
  - Weed removal and planting
  - Conservation Area/Park
  - Drainage/retaining wall barrier repair
- 2. Journey Improvements.**
- Main Street upgrade
  - Speed management threshold, crossings and signage
  - One way shared zone turnaround
  - Town slow zone - 30km/hr pedestrian environment
  - Town slow zone - 50km/hr
  - Landing, parking and turnaround
  - On road walk and cycle extension
  - Footpath - existing
  - Footpath - extension
  - Trail entry points
  - Existing signage
  - Existing zebra crossing
  - Proposed raised zebra crossing
  - Pedestrian central refuge island
  - Frictional surfacing/speed threshold
  - New directional signage
  - Gateway signage/feature
  - Existing public toilets
  - Proposed public toilets
  - Existing carpark
  - Proposed carpark
  - New Bus Stop
  - Proposed intersection upgrade
  - Speed zone - existing removed/relocated
  - Speed zone - proposed/relocated
  - School speed signage
- 3. Destination Improvements.**
- Destination civic space
  - School/campus/community
  - Park upgrade/play activity
  - Heritage Precinct
  - Heritage buildings



Plan reference	Number	Name	Vision statement	Key design move
			Experiencing the Journey, Identify with landscape, coming to life	
<b>JOURNEY.</b>				
2D		Parnell Street-Mariner Street section- bus stop, speed management and pedestrian movement	Experiencing the journey: You've arrived! This is Hokianga time.	Mark the ridgeline to slow traffic to the ferry and enable crossings.
2E		Parnell Street and Marmon Street- school slow zone	Experiencing the journey: You've arrived! This is Hokianga time.	Mark the ridgeline to slow traffic to the ferry and enable crossings. Pull the journey to the eastern edge and walk or cycle into town.
2F		Parnell Street-hospital intersection upgrade	Experiencing the journey: You've arrived! This is Hokianga time.	A chance to pause, appreciate views and natural gateways. You've arrived.



# 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: directions and signposting, roading safety and speed management, road maintenance and improvements Landscape: Ease of pedestrian movement	Improve	Parnell Street- from Mariner Street to McDonell Street paper road walking track/ Northtec.	Address accessibility issues- lack of footpath continuity and pedestrian crossings to footpaths on alternating sides of the road. Help slow traffic speeds. Footpath and retaining wall upgrade, pedestrian crossing(s) and connection to bus stop, weed removal and planting. Improve bus stop accessibility and safety with footpath extension and connection, and potential for left turn slip lane or indented bus stop. The design of the bus stop needs to consider sight lines to/from the intersection.		Design investigation- review best options for pedestrian crossing(s) and alignment with Rawene green links project. Geotech and drainage investigation. Review visibility from Hamblin and crash data. Review bus stop options for bus to pull over (people trying to get to the ferry could potentially try to overtake a bus stopped at the bus stop). Options may include a left hand slip lane or indented bus stop on western side of road depending on traffic volumes and road reserve space available without blocking driveways.	Design and implement: New bus stop with shelter and options for bus to pull over. For costing purposes include retaining wall and drainage for a distance of approx 25m (34m if indented with entry and exit tapers). Lift footpath to same level as road to assist with pedestrian crossing and repair retaining wall and drainage. Consider options for removing crash barrier and to lift and stabilise slope. Connect footpaths to new bus stop and left turn slip lane. Upgrade directional signage to Rawene holiday park, and surface friction for slowing vehicles near crossings.	The traffic volumes don't seem to warrant a left turn slip lane, but the bus stop, if indented, would take quite a bit of land with entry and exit tapers- and potentially block driveways. There appears to be insufficient room for an indented bus bay (approx 34m required) and only approx 23m space.	
Journey: directions and signposting, roading safety and speed management, road maintenance and improvements Landscape: Ease of pedestrian movement	Improve	Parnell Street from Marmon Street to Webster Street paper road, and Marmon Street (least) alongside school grounds- linking to Rawene Domain.	Improve safety for pedestrians around school zone, connect footpaths and install raised zebra pedestrian crossing and surface friction treatments. Install brown directional signage- 'next left turn to Rawene holiday park', and 'next right turn to Rawene Domain and parking'. Upgrade Marmon Road - widen footpaths, resolve drainage and planting, road markings, parking and pullover spaces.		Install brown TCDR directional signage to Holiday park and Rawene Domain. Turn right to parking sign (integrated). Install zebra crossings (x2) and speed management interventions on Parnell Street. Include times on school signs (e.g. 40 km/hr 8am to 9am, 2.30-3.30pm and consult with school). Digital speed warning sign approaching school.	Design, consult and implement: Upgrade Marmon Street with new raised zebra crossing, footpath widening on school side of road for 150m, improve drainage and berm planting 500m, pullovers for passing vehicles (e.g. campervan and bus), commission trail markers/pou as collaboration between school and local artist		
Journey: directions and signposting, roading safety and speed management, thresholds and gateways Landscape: Ease of pedestrian movement	Improve and create	Parnell Street and De Thierry Street intersection at the top of 'Hospital hill'.	Investigate intersection upgrade options to provide better access to and from the hospital and de Thierry Street. Requires slower vehicle speeds approaching the hill top from the south, and improved sightlines turning out of hospital. Investigate relocation of St Johns buildings to create pullover space for buses and lookout from top of the hill. A roundabout option could incorporate raised pedestrian zebra crossings and footpath connections to the cemetery and Ventnor trail memorial. New gateway signage and planting to create vertical threshold but retain views. Consider intersection improvement designs, pedestrian crossings and sight distances at the pre-implementation phase in consultation with NTA.	2G	Review road classification of TCR to State Highway. Install -relocate current speed limit change (100/50) further south and provide threshold treatment with large threshold signs, coloured/textured road surfacing and build-outs. Consider changing speed limit south to SH12 by reducing to 70 or 80 kph (due to short distance and bends that slow speeds). Design, engineering and planning investigations for roundabout, including traffic, geotech and earthworks, and landownership to create roundabout. Commence discussions re St Johns land for pullover and lookout.	Detail design to roundabout construction with pedestrian raised zebra crossings, road surface friction treatment, and threshold treatment at speed change. Include advance warning signs on northbound approach to roundabout advising of roundabout and hospital. Include planting and Rawene gateway signage- involving a locally commissioned artist.	Design, consent and construct bus pullover/ rest area for information and views (by potentially relocating St Johns), and to cater for Ventnor trail visitors and cyclists (refer cycle trail extension- De Thierry St to Domain).	Review road classification of TCR to State Highway. Under investment for TCDR currently. Land ownership investigation and negotiations for building roundabout and relocating St Johns. Substantial earthworks required for cut-fill balance to form roundabout. Geotech unknown. Likely to increase cost.

\* Items excluded from costings







# Improvement Plan.

## Journey.

Project type	Intended outcome	Project location	Description	Project inter-dependency	Delivery Timeframe			Key risks
					Short (1-3 years)	Mid (3-5 years)	Long (5-10 years)	
Journey, Destination, Landscape	Create Grow Change Improve			Improvement project reference				
Journey: road maintenance and improvements; Landscape: Ease of pedestrian movement	Improve and grow	Parnell Street footpath extensions- missing sections between hospital and school; and Manning St footpath extension between Nimmo St West and Mariner St- with extension to existing 'zig zag' track.	Replace existing sections of footpath along eastern side of Parnell St and replace with a continuous walkable route from hospital to Rawene Primary School. Install pedestrian crossings (refuge islands and zebra crossings on raised platforms) at key linkages	2F	Plan and implement pedestrian central island refuge crossings (x1) to connect existing sections of footpath as an interim solution (opposite hospital - subject to sightlines and visibility)	Design, consult, implement: Remove 130m m of existing footpath (including 50m retained boardwalk), and construct one continuous 1.8m wide footpath from Rawene Primary School to the Hospital on the eastern side of Parnell Street. Improve drainage and berm planting 800m. Replace existing section of boardwalk and timber railing for 50m, construct concrete footpath with timber retaining <1.0m (no handrail) for 80m and 120m section (total 200m), and concrete footpath with kerb and earthworks batter for remaining 500m (630m in total). Allow for pullovers for vehicles in at least one location (e.g. campervan or bus).	Design, consult, implement: Extend Parnell Street footpaths on western side of the road to fill in missing linkages for 300m, with priority on township section between Hamblin Street and Martin Street. Investigate slope and drainage issues restricting accessibility on western side of road. Design, consult, implement: Extend 1.5m wide footpath on western side of Manning Street for approx 300m, including a pram crossing to existing Mariner St footpath.	Subject to further traffic investigation, slope and accessibility.
Journey: directions and signposting, thresholds and gateways	Improve	Intersection SH12 and Rawene Road at existing pullover	Information signage - potential photos and clues about what is on offer in Rawene		Design, collaborate, install Signboards in collaboration with Hokianga Tourism Association			
Journey: Road safety and speed management; Landscape: Ease of pedestrian movement. Cycling and trails. access to water	Create	Passenger ferry service direct to the wharf in Kohukohu township, and connecting to Hōreke, Rawene and other Hokianga destinations	Regular passenger ferry service to connect the Pou Herenga Tai Twin Coast Cycle Trail, and to supplement the car ferry, providing more frequent, regular, reliable transport options by water, with longer operational hours and particularly in peak season or when the car ferry is not operational.		Business Case investigation: Commence Business Case for passenger ferry service. Repair and restore wharf to good condition to support passenger ferry service, and provide information kiosk and signage on the wharf for visitors - gateway to Rawene. Repair and restore wharf as required- structural investigations, and passenger ferry requirements.			Funding risks, don't want to load onto ratepayers. Needs viable and sustainable financial model

\* Items excluded from costings



# Rawene Improvement Plan. Destination.

- Legend.**
- 1. Landscape Improvements.**
- Seawall repair and water access
  - Naturalise edge, coastal walkway
  - Paper road walking trail
  - Green links (existing)
  - Walk and cycle trails
  - Weed removal and planting
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- 3. Destination Improvements.**
- Destination civic space
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  - Heritage buildings



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

**DESTINATION**

<b>3A</b>	Rawene Domain Play and Learning Hub	Coming to Life: Community and visitors overlap in places for play and learning	Bring community and visitors together in artful 'living history' communal spaces. Collection of spaces and trails for events, festivals and markets to happen. Eye-catching information and learning for visitors. Places for children and youth near cycling and water.
<b>3B</b>	Town Square upgrade	Coming to Life: Community and visitors overlap in places for play and learning	Bring community and visitors together in artful 'living history' communal spaces. Collection of spaces and trails for events, festivals and markets to happen. Eye-catching information and learning for visitors.



# 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: Visitor facilities, Information and rest stops, Gathering Places, Play sports and events,	Create, grow, improve	Rawene esplanade- entry to Rawene Domain	Build youth play, health and learning hub around existing Community Shed located on Clendon Esplanade, Rawene Domain. Focus on child and youth opportunities- with temporary and permanent adventure play, basketball court, bike pump track and playspace that caters to both community and visitors- pulling them down to the eastern edge. Establish this as main entry to the Domain - reconfigure car parking, new signage and artworks, and ultimately co-located with environmental health and learning centre, (e.g. including live-work, artist in residence, open-studio/ workshop opportunities, venues for film/book/ art festivals). Over time relocate the recycling centre.	1B	Design, collaborate, build: Create a temporary nature / adventure play park area based on scandinavian model using recycled construction materials, and supervision model. Establish freedom camping area and upgrade toilets and showers. Prepare Rawene Domain masterplan as above, followed by concept and consultation for play/ youth activity area. car park is upgraded as part of 'Rawene Domain entry/ edge' project overlap (see 1b)- allowing for markets to be established/ flexible use of space for festivals and events. District Plan review and zoning to consider live-work options for studios/workshops (e.g. small buildings/ temporary sheds) and market space.	Design, collaborate, build: play space/ outdoor youth activity area adjacent to community shed. Provide supporting amenities- shade/ shelter, bike racks etc. Grow partnerships to further investigate potential for 'demonstration live-work village'. Review horse arena site potential use.	Design, collaborate, build: Grow a 'demonstration village' as part of wānanga learning partnership and environmental project. Develop temporary/ moveable live-work 'sheds' opportunity (i.e. small sustainable buildings for open studio-teaching arts and crafts, temporary accommodation, visitor information, festivals and art trails etc. )	Relies on partnerships and further investigation, geotech, flooding, zoning and other potential building site constraints.
Destination: Visitor facilities, Information and rest stops, Gathering Places, Experience, identity, community and business	Grow, improve	Town square- #7,9,11 Parnell Street, outdoor space defined by U-shape of civic buildings- town hall, FNDC council offices and community RAD building	Upgrade and redevelopment of town square to accommodate community and visitor functions. Include surface treatment, planting, shelter, seating, play, parking, bike racks and drinking fountain, free wi-fi and visitor information, toilets. Signage to town square from ferry ('free-wi-fi')	2C	Temporary and tactical placemaking for 486m <sup>2</sup> town square space led by community. Include moveable furniture, astro-turf, big umbrellas or market space 'easy-ups', lockable 'play pod' for loose parts play. Space for coffee cart and food trucks. Create a fun space for intergenerational gathering and socialising.	Design, consult, construct: Designed upgrade for 486m <sup>2</sup> town square space based on 'public life' observations of temporary placemaking and activation. Potential to include a stage, shelter, interactive and playful furniture, flexible, multi-purpose parking space that can be used for markets, small court, fruit trees and edibles etc.	Design, consult, renovate and repurpose: Consider requirements for buildings around the town square and opportunities to improve interface - openings, awnings, ramps and steps and uses- e.g. cafe, visitor kiosk etc. Retrofit buildings to create life around the edges of the square. Remove parking.	

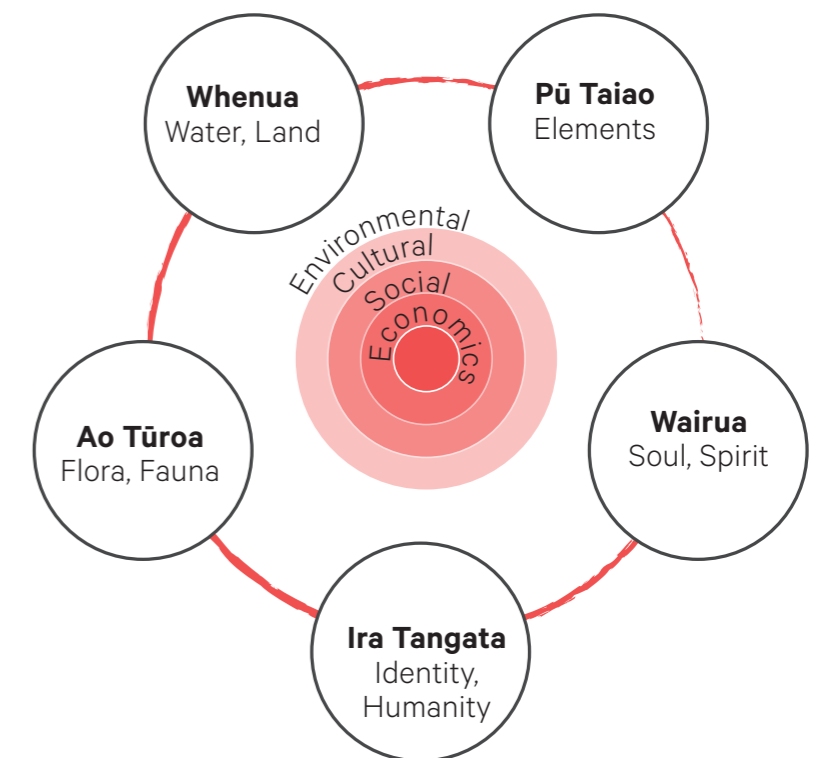
\* Items excluded from costings







# 5. Mauri. Measures, Benefits and Outcomes.





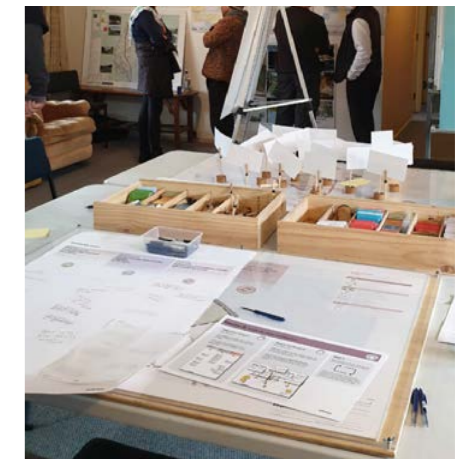
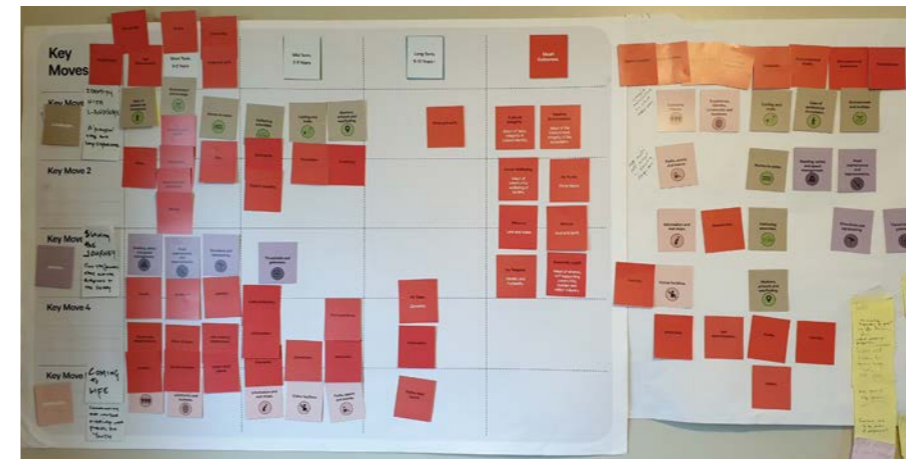
# Mauri. Measures and Benefits.

## 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.

## Measures and Benefits.

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

### Investment Objectives & PGF Criteria.

Indicative Investment Assessment Framework (IAF). Eligibility Measured against criteria for low cost low risk roading improvements Yes/No

Indicative Assessment against Provincial Growth Fund Criteria for eligibility

### Programme Business Case - Measures and Outcomes.

#### Visitor Nights/ Spend;

Likelihood that interventions, attractions and services will lead to visitors, stopping, staying longer, and spending in the town

#### 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).

#### Upskilling and training opportunities;

Likely an opportunity for upskilling i.e. pathways to employment

#### 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)

#### 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)

#### 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

### Catalyst/ Momentum/ Function

**Catalyst**= Project creates new opportunity not currently in the town that will catalyse new growth and positive change.

**Momentum**= Project grows and carries momentum on and existing project and completes further stages or grows and expands potential for wider reach.

**Function** = Project improves and changes safety, place and function to meet base needs in order for town to flourish

### Kaupapa Matrix

(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.

#### Mauri

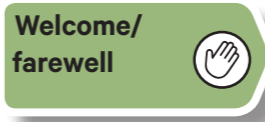
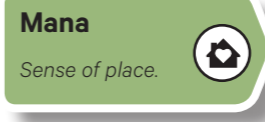
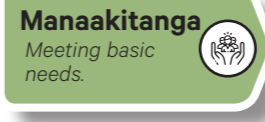
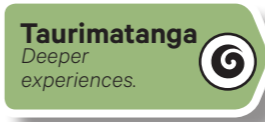
**Whenua- land and water Ao Turoa- Flora/fauna:** Resilience, Environmental awareness, kaitiakitanga, connection, character, beauty, environmental health

**Ira Tangata- identity and humanity:** Cultural identity, Sense of place, awareness, self determination, pride and spirit

**Wairua- soul and spirit:** Belonging, community empowerment, creativity, safety, partnerships, health, aroha, comfort, equity/ equality, social cohesion, fun

**Pū Taiao** -Attractions, visitor stay and spend, trail experience, information, ownership, job creation and employment

## Kaupapa matrix.

Theme	Description/relevance
 <p><b>Welcome/farewell</b></p>	<p>The <b>welcome/farewell</b> 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><b>Mana</b> <i>Sense of place.</i></p>	<p>In the context of this project, <b>mana</b> 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><b>Manaakitanga</b> <i>Meeting basic needs.</i></p>	<p><b>Manaakitanga</b>, 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><b>Taurimatanga</b> <i>Deeper experiences.</i></p>	<p>Closely connected to both mana and manaakitanga, <b>taurimatanga</b> 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.

Plan reference		Indicative Investment Objectives & PGF Criteria.		TCDR Overall Programme Outcomes					
Number	Name	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
		Low, Medium, High	Low, Medium, High						
<b>LANDSCAPE</b>									
<b>1A</b>	<b>Rawene Domain walk and cycle trails</b>	No	High	High- more options for free experiences and activities	Med- Guided tours possible (e.g. heritage walk or cycle), Bike hire and maintenance	Med- environmental restoration work	Low- Safe ways to move around- alternatives to car travel	High- resilience in terms of climate change and inundation	High- NEW- Safe off-road walking and cycling options for community and visitors
<b>1B</b>	<b>Rawene Domain entry/ edge restoration</b>	No	High	Low- stopping invites exploration, more time spent in place	High- Potential plant nursery and planting and maintenance programmes- local contracts	High- Environmental restoration and ecology- education and training	Med- Safer places to park and reduce traffic conflicts in commercial and ferry loading area	High- Protecting edges- resilience to climate change and therefore road closure	Low- creates access to new walk and cycle trails
<b>1C</b>	<b>Clendon esplanade boat ramp upgrade</b>	No	High	Med- stay longer for extended experience on the harbour	Med- Jobs teaching visitors to paddle/ sail etc. Hire kayaks, bikes- space for kiosk and lockup	Med- water based training and skills	Low-Travel alternatives reduces cars on road	High- seawall repair and floating pontoon structure, address current flood prone area	NA
<b>1D</b>	<b>Russell Esplanade rest area</b>	No	Med	NA	NA	NA	NA	Med- improve road and seawall infrastructure	NA
<b>1E</b>	<b>Rawene green links project</b>	No	High	Low-- Longer, connected, continuous trails and access to Domain- more to do in Rawene	Med- Trails could be guided by local youth, iwi hapu and community. Local artist engaged for trail markers and pou.	Med-Carving and cultural arts, stories and cultural narratives	Med- More safe off-road walking options, reduce travel by car	NA	NEW and IMPROVED



# 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- for growing Domain opportunities, and restoring the environment	NA	High- brings people to the edge, see the harbour, restore edges	NA	High- Experience of landscape and place, and stories (signage or tour guide) that explain history	High- Catalyst for renaturalising edges, options for declamation and bringing water back in.	High- opportunity for education, acknowledgement of cultural relationship to harbour with pou markers and interpretation	Med-Walking and cycling trails build social cohesion. A friendly and healthy way to get around.	Med- attractions that support economic uplift	
MOMENTUM- wider environmental health improvements, FUNCTION- stormwater, stabilisation and car parking	Med- Entry to Domain and visitor entry to Rawene- encourage to take this route	High- Restores essence of place- coastal ecology	High- Provide basic necessities- car parking, bike racks and toilets etc	Med - Enriched experience through interpretation/ education/ learning opportunities created by environmental restoration	High- restoration and regeneration starting with whenua and wai	High- Culturally significant -former fishing grounds, restore ngaHERE - Health, education, recreation, environment	Med- Community project- involve locals and youth	Med-Economic opportunities through education programmes	
MOMENTUM- existing water access and community sailing, FUNCTION- stormwater, stabilisation and car parking	Med- Potential arrival by water	High- Hokianga- water edge and access is essence of place	High- Hosting by water (e.g. waka and ceremony), toilets and facilities	High- Enriched experience of the Hokianga by water	Med- Improve stormwater runoff into harbour, reduce pollutants	Med-Heritage and connection to Hokianga- fishing grounds	High- Social gathering space water based activity and youth programmes	Med- Bike and kayak hire, water based tours	
FUNCTION- Improving rest area for visitors, repairing infrastructure	Med- farewell, awaiting ferry.	High- Hokianga- water edge and access is essence of place	High- Meet basic needs- rest area, toilets, picnic, access to water	Med- enriched experience of peninsula environment- stunning views to Motukaraka	High- Improve coastal interface, run-off and access, resilience	Low- restore connection to harbour	Low- beach access, catering to locals and visitors	NA	
CATALYST- to remove weeds, plant and improve safety of green links, MOMENTUM- builds on existing paper road asset, FUNCTION- improves function of paper roads for community use	Low- markers at trail entry visible along main routes into town	Low- Views and connection to Harbour from some trails	Low- safe alternative walking routes	Med- More enriched experience of place	Med- opportunity to enhance through planting	High- Opportunity for pou to mark trails and tell stories	med- Meeting and bump space for locals	Med- elements designed and crafted by locals	

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						
<b>JOURNEY</b>									
2A	Clendon Esplanade shared zone- one way vehicle movement, 2 way cyclists	No	High	Med- allows for safer walk, cycle experience, visitors more likely to slow down and explore	NA	NA	High- Reduce incidents- vehicle and pedestrian conflicts, slow speeds	Med- repair seawall	High- shared zone, connects to Domain trails IMPROVED- connections, reduces vehicles on roads
2B	Ferry landing, loading, and waiting - slow speed environment	Yes	Med	NA	High- Employment of traffic marshal/ māori warden to manage traffic and provide visitor information during peak season.	NA	Med- Improved safety and function of loading and unloading areas	Passenger ferry builds resilience- harbour as highway, frequency of service, less speeding to ferry (more options available), less reliance on vehicles	NA
2C	Parnell Street- slow zone and main street upgrade	Yes	High	Low- encourages businesses, more to do, see, places to eat	Low- increases business confidence	NA	Med- Improves walkable environment 30 km/hr reduced traffic speeds	NA	Low- improved footpaths
2D	Parnell Street- Mariner Street section- bus stop, speed management and pedestrian movement	Yes	Low	NA	NA	NA	High- Safety for pedestrians and school children- to and from school, Speed management	Low- retaining wall repair, reduce risk of stability and erosion issues	High- IMPROVED- safety to and from school
2E	Parnell Street and Marmon Street- school slow zone	Yes	Med	High- Directing people to experiences they will enjoy and stay longer for. Signage for parking, campground, play areas.	NA	NA	High- Safety for school children- to and from school, speed management to ferry	NA	High- IMPROVED- safety to and from school, connection to Domain trails
2F	Parnell Street- hospital intersection upgrade	No	Med	High-Connection to Ventnor trail. Way of extending visitor stay by improving experience and information	Low- guided tours, easier for coaches to stop	NA	High- potential to reduces crashes and conflicts at intersection	NA	Med- connects footpaths and safe crossing to cemetery
2G	Parnell Street and Manning Street footpath extensions	No	Low	NA	NA	NA	High- Safer for pedestrians walking to and from town. Presence of pedestrians and crossings helps slow vehicles.	low - shoulder widening for pull over, and stability	High- IMPROVED- continuous footpath linkages make Rawene safe and practical for walking
2H	Rawene SH12 junction (off plan)	No	Med	High- More information at junction for visitors to make choices	Low- opportunity for local involvement, gateway information				
2I	Passenger ferry service	No	Med	High- Allowance for passenger ferry and more frequent service will enable day trips, adventures and longer stays rather than just driving through	high- new business, passenger ferry service	NA	High- safe access between towns, reduce travel by private vehicle	High- Passenger ferry builds resilience- harbour as highway, frequency of service, less speeding to ferry (more options available), less reliance on vehicles	NA



# 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	
FUNCTION- improves function by changing to one-way system	Med- part of arrival sequence by ferry	High- Retaining road and seawall is part of historic character	Low- providing safe routes	High- Opportunity to improve access to water, Clendon House, entry to Mangrove walk- enriched experience	Med- Water access and coastal edge improvements	Low- entry to Mangrove walk	High- Social community gathering and interaction space	Med- infrastructural improvements that enable visitor experience	
FUNCTION- improves for vehicles and pedestrians	High- Gateway to Rawene by water	Med- important part of Rawene character- ferry at end of peninsula, low key infrastructure	High-Guidance on where to go and what to do	Med- greeted by locals, local experience	NA	NA	High- where locals and visitors meet	High- core infrastructure to Rawene	
MOMENTUM- lift appearance of streetscape to match heritage buildings, higher quality. FUNCTION- Even grade to footpaths, comfort for occupying space e.g seating and shade, and slow speed helps pedestrian movement	High- Attractive entry to Rawene when arriving by water	Med- Showcasing history of buildings and pride in living heritage	High- Meeting basic need through footpaths, seating, shade, lighting, directions	Med- Improving experience of township, entertainment and Rawene history			High- Social gathering and encounters,	High- Supports businesses- people stay in street longer	
FUNCTION- improved pedestrian access and safety, speed management	med- part of arrival by vehicle- speed management to ferry	NA	NA	NA	NA	NA	NA	Low- Speed management and infrastructure	
FUNCTION speed management and pedestrian safety, dispersing parking pressures away from the centre. CATALYST- draw visitors to the edge and away from the ridge road to ferry.	high- part of arrival by vehicle- speed management to ferry, and entry to domain	med- school is part of identity, and the Domain/ community hub.	High- Directional signage to parking and toilets stops people getting lost and helps them enjoy Rawene more	med- leads visitors to enriched experience, community interface and entertainment	NA	NA	high- important for social functioning around school and community hubs	med- wayfinding function	
FUNCTION- speed management and pedestrian safety	High- Being able to pull over at the junction will give people more choices and options on what they would like to do in Rawene	High- pause to appreciate first views of Rawene and the Hokianga	Med-safety, wayfinding and information	High- enriched experience- safe access to cemetery, Ventnor trail and hospital	NA	med- gateway entry markers	high- enables ventnor trail memorial access, commemoration and memorial space. Hospital is social and health anchor for Rawene	med- infrastructure that enables improved access- self supporting community	
FUNCTION- Improve safety for pedestrians, and speed management	NA	NA	Med- safety for walking and cycling	low- more places to walk and meet locals	NA	NA	med- connection to social infrastructure	med- supports community needs	
MOMENTUM- builds on SH12 improvements, encourages visitors to stop at gateway rest area, decision point	High- first of gateway thresholds to Rawene	med- opportunity to express Rawene identity, starts journey beside river/ harbour estuary	med- wayfinding and visitor information		low- address edges of mangroves/ planting	med- express cultural identity in welcome signage and information		med- information to support visitor attractions	
CATALYST - stimulus for business confidence, extension of cycleway	High- arrival by ferry, information on ferry, unique experience	High- experience Hokianga by water- essence of place.	High- safe access between towns, regular and resilient service	High- enriched experience and entertainment	NA	NA	High- connecting communities	High- infrastructure that sustains community function and economic growth	

Strength of Project Against Measurement.

Mauri. Low Medium High

Kaupapa Matrix. Low Medium High

Project Business Case. Low Medium High

Investment Objectives. Low Medium High

Overall Benefits Score. Low Medium High



# Mauri. Measures and Benefits.

Plan reference		Indicative Investment Objectives & PGF Criteria.		TCDR Overall Programme Outcomes					
Number	Name	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
		Low, Medium, High	Low, Medium, High						
<b>DESTINATION</b>									
<b>3A</b>	Rawene Domain Play and Learning Hub	No	High	High- Attracts visitors, good for families- new and free experiences that keep everyone entertained. Education and deeper learning opportunities. Immersive visitor experience	High- potential to grow, local sustainable business, live-work, environmental focus	High- learning environment	NA	Low- Building knowledge to build resilience- climate change and environmental restoration	NA
<b>3B</b>	Town Square upgrade	No	High	Med- markets, information, events	med- hosting markets, events, information station	NA	NA	NA	NA



# Mauri. Measures and Benefits.

Catalyst/ Momentum/ Function	Township Benefits Kaupapa Matrix				Township Benefits Mauri				Overall Benefits Score	Strength of Project Against Measurement.
	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- sparking new opportunities for live-work, visitor experience, play and active hub.	Med- part of arrival and entry via harbour edge	High- strong connection to place, people and history	High- Supporting need for visiting families to have somewhere to play. Supporting healthy, happy children	High- deeper, enriched and cultural experience of Rawene	High- supporting environmental education	High- supporting cultural investment	High- Bringing families, community and visitors together to play in a healthy environment	High- infrastructure to support self-sustaining community and economic opportunities connected to unique local offerings	High	High
MOMENTUM- upgrade outdoor civic space to extend community events, and visitor offerings	med- central point for receiving visitors	med- design to reflect living heritage	High- providing information, services to visitors	High- activation, social cohesion, interaction with community and visitors	NA	med- design to express cultural and historical values and character	High- social hub of Rawene- community hall and gathering	High- growth stimulus for businesses- attractor for visitors	High	High

Overall Benefits Score. Low Medium High

Investment Objectives. Low Medium High

Project Business Case. Low Medium High

Kaupapa Matrix. Low Medium High

Mauri. 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	
<b>LANDSCAPE</b>											
1A	Rawene Domain walk and cycle trails	FNDC	PGF	No		1,155,000		2,164,000		624,000	No allowance for lighting. Assumes 10m span timber bridge. Allows for de-reclamation earthworks. Fees costed at 16% and contingency 30%.
1B	Rawene Domain entry/ edge restoration	NRC, FNDC	PGF	No		195,000		1,007,000		608,000	No allowance for lighting. Allowance for earthworks to prevent flooding. Fees costed at 16% and contingency 30%.
1C	Clendon esplanade boat ramp upgrade	FNDC	PGF/ NLTF	No		639,000		1,013,000		75,000	Assumes sea wall repair only where stripes shown on plan. Fees costed at 16% and contingency 30%.
1D	Russell Esplanade rest area	FNDC	PGF/ NLTF	No		158,000		180,000		-	Fees costed at 16% and contingency 30%.
1E	Rawene green links project	FNDC	PGF	No		322,000		436,000		119,000	Tracks allow for gravel bush tracks, with timber steps (Assumes 20% of the track length is stairs). Fees costed at 16% and contingency 30%.
<b>JOURNEY</b>											
2A	Clendon Esplanade shared zone- one way vehicle movement, 2 way cyclists	FNDC	PGF/ NLTF	No		2,944,000		330,000		13000	Contingency 30%. Fees 20% (Short Term Cost), Fees 30% (Mid Term Cost). OPEX cost - Monitoring. Allows for reclamation earthworks. Excludes removal of two parallel parking spaces on the north western side – outside existing shops. Excludes alternative investigation of Clendon Shared Zone. Excludes parking removal and new kerb built outs for crossing visibility.
2B	Ferry landing, loading, and waiting - slow speed environment	FNDC	NLTF	<b>Yes</b>	71500	243,000		-		-	Fees costed at 16% and contingency 30%. OPEX cost - Marshall to assist with loading & unloading of ferry (allows 12 hrs a day for 6 months at \$25/hr)



# 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	
<b>JOURNEY</b>											
<b>2C</b>	Parnell Street- slow zone and main street upgrade	FNDC. Not a state highway so speed management and maintenance is Council responsibility	PGF/ NLTF	<b>Yes</b>	61,000		957,000		-		Fees costed at 16% and contingency 30%.
<b>2D</b>	Parnell Street- Mariner Street section- bus stop, speed management and pedestrian movement	FNDC. Not a state highway so speed management and maintenance is Council responsibility	NLTF	<b>Yes</b>	65,000		391,000		-		No allowance to relocate power poles. Fees costed at 16% and contingency 30%.
<b>2E</b>	Parnell Street and Marmon Street- school slow zone	FNDC. Not a state highway so speed management and maintenance is Council responsibility	NLTF	<b>Yes</b>	189,000		280,000		-		Fees costed at 16% and contingency 30%.
<b>2F</b>	Parnell Street- hospital intersection upgrade	FNDC. Not a state highway so speed management and maintenance is Council responsibility	NLTF	No	260,000		3,061,000		641,000		Fees costed at 16% and contingency 30%. Public consultation allowance for speed limit signage changes - 12 month process allow \$50k. Allows for property purchase for roundabout construction.
<b>2G</b>	Parnell Street and Manning Street footpath extensions	FNDC. Not a state highway so speed management and maintenance is Council responsibility	NLTF/ FNDC LTP	No	18,000		1,646,000		724,000		Assumes sufficient berm is available and no property purchase required to construct footpaths. Fees costed at 16% and contingency 30%.
<b>2H</b>	Rawene SH12 junction (off plan)	NZTA	TIF	No	23,000		-		-		Fees costed at 16% and contingency 30%.
<b>2I</b>	Passenger ferry service	Commercial operator, subsidised? Wharf upgrades- Far North Holdings Ltd	NLTF	No	829,000		-		-		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		
<b>DESTINATION</b>												
<b>3A</b>	Rawene Domain Play and Learning Hub	FNDC	PGF	No		603,000		679,000		754,000	Fees costed at 16% and contingency 30%.	
<b>3B</b>	Town Square upgrade	FNDC	PGF	No		293,000		879,000		151,000	No allowance for property purchase for square, assume site is already owned by Council. Fees costed at 16% and contingency 30%.	
<b>PROJECT AMBASSADOR</b>												
	Community champion/ programme ambassador					72,670		72,670		72,670	Allows 1 person full time at \$25/hr. Contingency 30%.	
<b>OVERALL PROJECTS COSTING</b>						<b>Total Short Term OPEX</b>	<b>Total Short Term CAPEX</b>	<b>Total Mid Term OPEX</b>	<b>Total Mid Term CAPEX</b>	<b>Total Long Term OPEX</b>	<b>Total Long Term CAPEX</b>	<b>Total Overall CAPEX</b>
<b>Total OPEX and CAPEX</b>						144,170	7,997,000	72,670	13,023,000	85,670	3,696,000	<b>24,716,000</b>



Final



Isthmus.



## 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

Complete page 2 of screen

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 type="checkbox"/> Industrial <input type="checkbox"/> High density residential <input type="checkbox"/> Y <input type="checkbox"/> >18 months <input type="checkbox"/>	District/Unitary Plan Zoning Maps Commercial <input checked="" type="checkbox"/> Residential <input checked="" type="checkbox"/> Parks/open space <input checked="" type="checkbox"/> N <input type="checkbox"/> <18 months <input type="checkbox"/>
	G2 Does the option disturb previously undisturbed land?	Y <input type="checkbox"/>	NZTA Maphub Environmental and Social Risk Map- Natural Environment
	G3 What is the construction timeframe?	Y <input type="checkbox"/>	Regional Plan Maps and Schedules
	NE1 Are there any outstanding/significant natural features (e.g. geological or geothermal)/landscapes?	Y <input type="checkbox"/>	District Plan Maps and Schedules
	NE2 Will the option affect the coastal marine area, wetlands, lakes, rivers, streams or their margins?	Y <input type="checkbox"/>	Department of Conservation
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"/>	
	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"/>	
	NE5 Will more than 0.5 hectares of vegetation be removed?	Y <input type="checkbox"/>	
	NE5 What type?		
CULTURAL AND HISTORIC HERITAGE	CH1 Are there sites/areas of significance to Maori within 200m of the area of interest?	Y <input type="checkbox"/>	Iwi NZTA Maphub Environmental and Social Risk Map- Culture and Heritage Heritage New Zealand List
	CH2 Are any recorded, scheduled or listed archaeological sites within 200m of the area of interest?	Y <input type="checkbox"/>	NZ Archaeological Association District Plan Maps and Schedules
	CH3 Are any scheduled, listed or other important heritage buildings/structures within 200m of the area of interest?	Y <input type="checkbox"/>	Regional Plan Maps and Schedules
	CH4 Will the option affect the setting of any historic building/structure or archaeological site?	Y <input type="checkbox"/>	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
HUMAN HEALTH	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: - Designated airsheds (including one network classification) - Highly sensitive receivers Regional Council Contaminated sites Team
	HH2 Is the area of interest designated as a non-compliant airshed?	Y <input type="checkbox"/>	
	HH3 Are there medical sites, rest homes, schools, child care sites, residential properties, marae or other sensitive receivers located within 200m of the area of interest?	Y <input type="checkbox"/>	
	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"/>	
SOCIAL	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"/>	
URBAN AND LANDSCAPE DESIGN	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) Regional Land Transport Plan Project Team Strategies and District Plan
	ULD2 Does the option enhance the development potential of adjacent land where appropriate?	Y <input type="checkbox"/>	
	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"/>	
	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><b>1. Summarize the potential environmental and social risks/impacts associated with this option. Consider short and long term risks and impacts.</b></p>	
<p>NATURAL ENVIRONMENT:</p>	<p>Outstanding/significant natural features and conservation land zoning areas within Rawene (as per FNDC District Plan). Potential to effect coastal marine area, rivers, streams or their margins due to the coast nature of Rawene (as per FNDC District Plan). Potential to effect conservation areas due to conversation zones located in or around Rawene. Rawene is at risk of coastal erosion and flooding (as per FNDC District Plan). Selective mangrove removal for water access and visual connection with harbour, likely to be cumulative and not removed all at once. Typically cumulative and not removed all at once.</p>
<p>CULTURAL AND HISTORIC HERITAGE:</p>	<p>No listed maori or archaeological sites in the FNDC District plan however due to the history and age of the Rawene township there is the potential for significant maori or archaeological sites to be located in or around Rawene. Rawene does have a designated heritage prescient and identified heritage buildings (refer to FNDC district plan) which are located with or near to projects.</p>
<p>HUMAN HEALTH:</p>	<p>One Network Road Classification - Primary Collector, Secondary Collector, Access and Low Volume Roads. Unable to find source for airshed information for Rawene. Rawene township has a petrol station located on Parnell Rd and historically had timber processing/mills industries. Potential HAIL site at the Rawene Cemetery. Unable to find source for SLUR information for Rawene.</p>
<p>SOCIAL:</p>	<p>Most improvement projects (in particular roading, walking and cycling related projects) while 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, accessibility and access to public transport (the Rawene Ferry). As well as improved urban/landscape character and visual amenity and enhance the opportunity for potential adjacent development. There is a high landscape visual sensitivity to character and the intension of new built elements in this environment.</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><b>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.</b></p>	
<p>Restoring the health of the harbour edge, with consideration of improving harbour water quality, restoration planting and seawall repairs. Increased connectivity between the Hokianga township clusters, with a focus of improved ferry service connectivity and walking and cycling trail connectivity. Creating a slower speed environment for safer walking and cycling. Seeing slower speed environments and as enabler to improvements to public spaces.</p>	
<p><b>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?</b></p>	
<p>Structural assessment of the historical harbour edge seawall and detailed impacts of flooding and coastal erosion.</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.



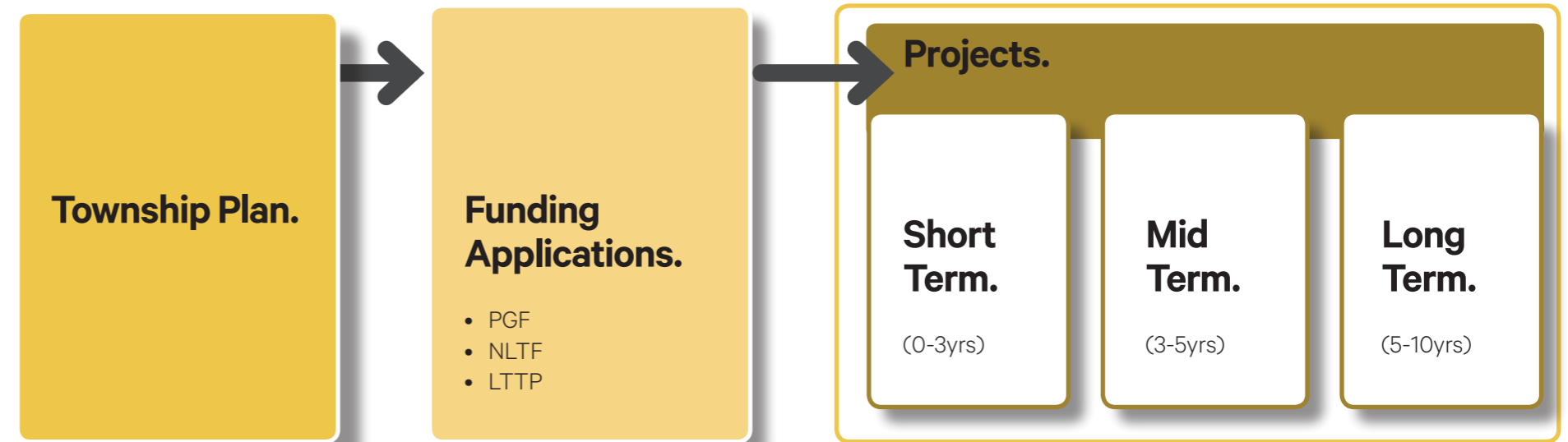
# The Way Forward. Summary.

## 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).

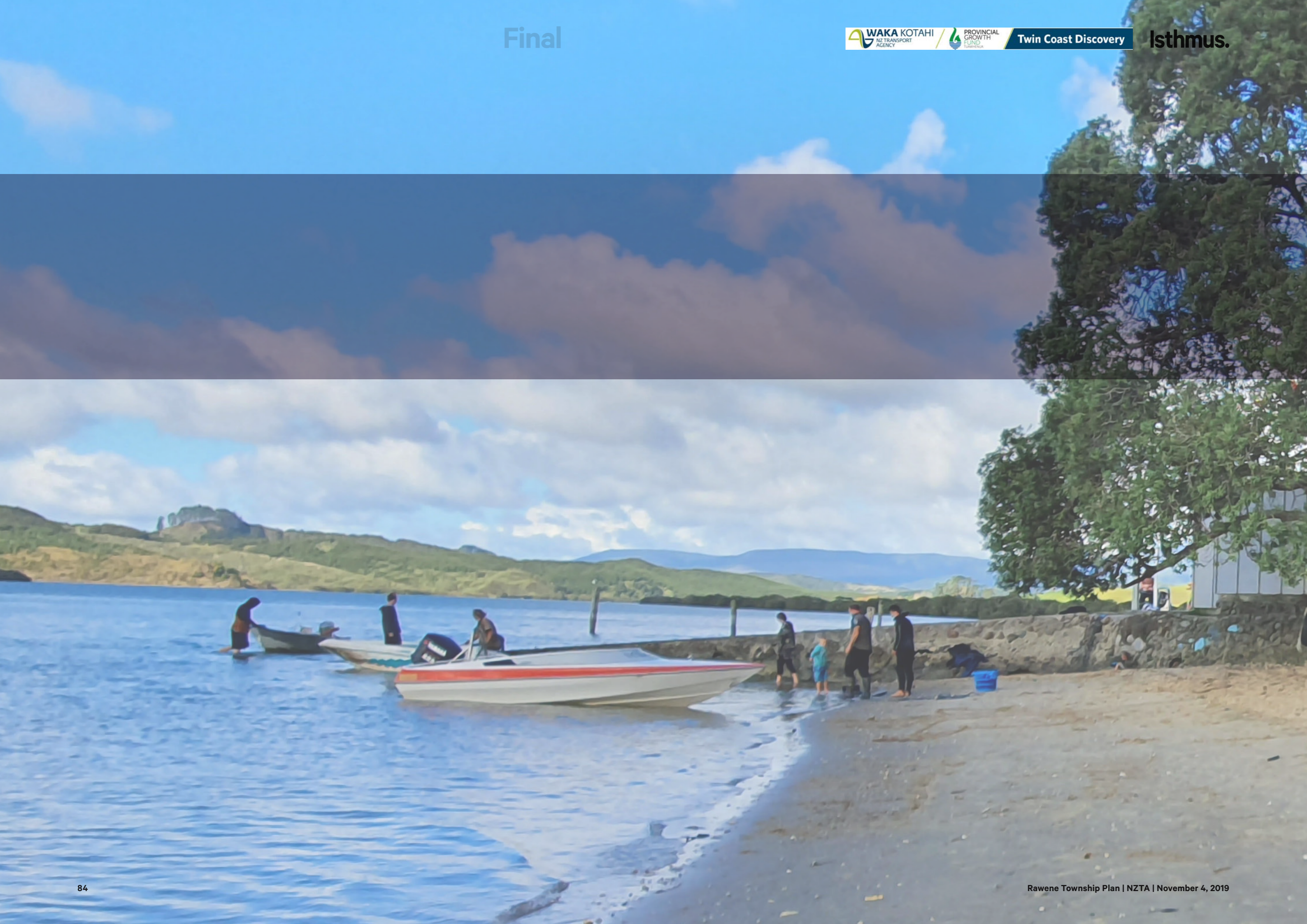
#### Whakamahere (cultural mapping)

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.

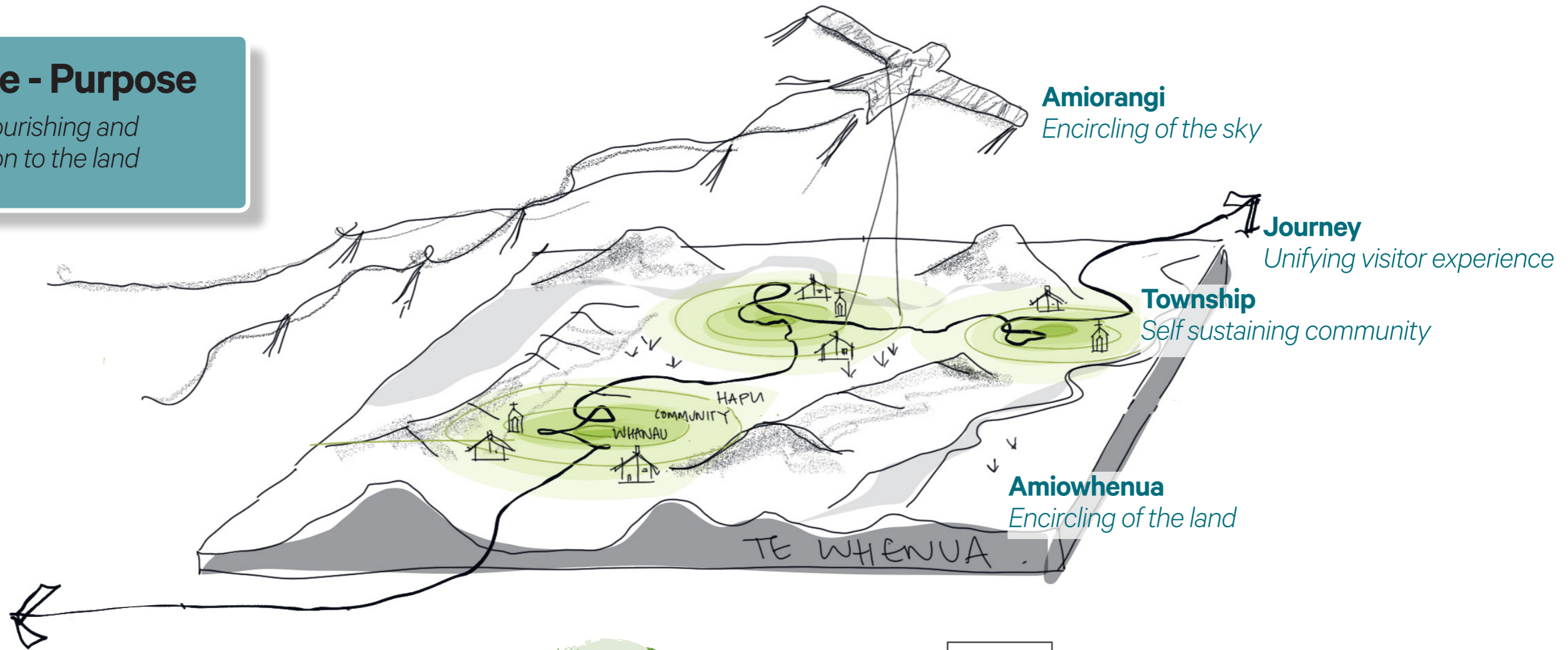




# Project structure.

## 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

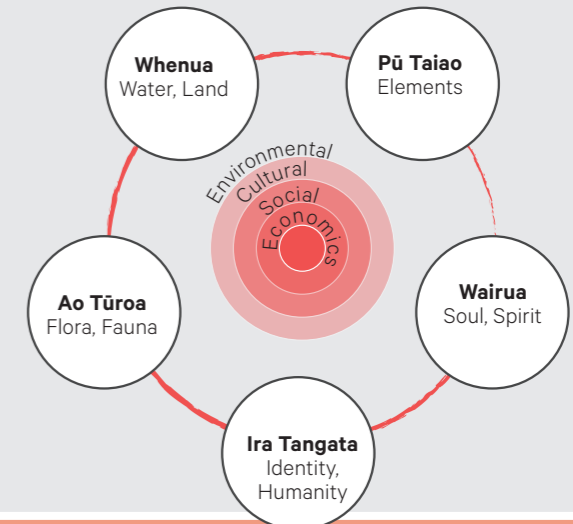


	Enablers		
Welcome/Farewell			
Mana	Relevance	Journey Scale	Township Scale
Manaakitanga			
Taurimatanga			

## 3. Kaupapa

Framework for infrastructure, corridor and spatial plans

Miharo



## 4. Mauri

Healthy measures, wellbeing evaluators and physical outcomes



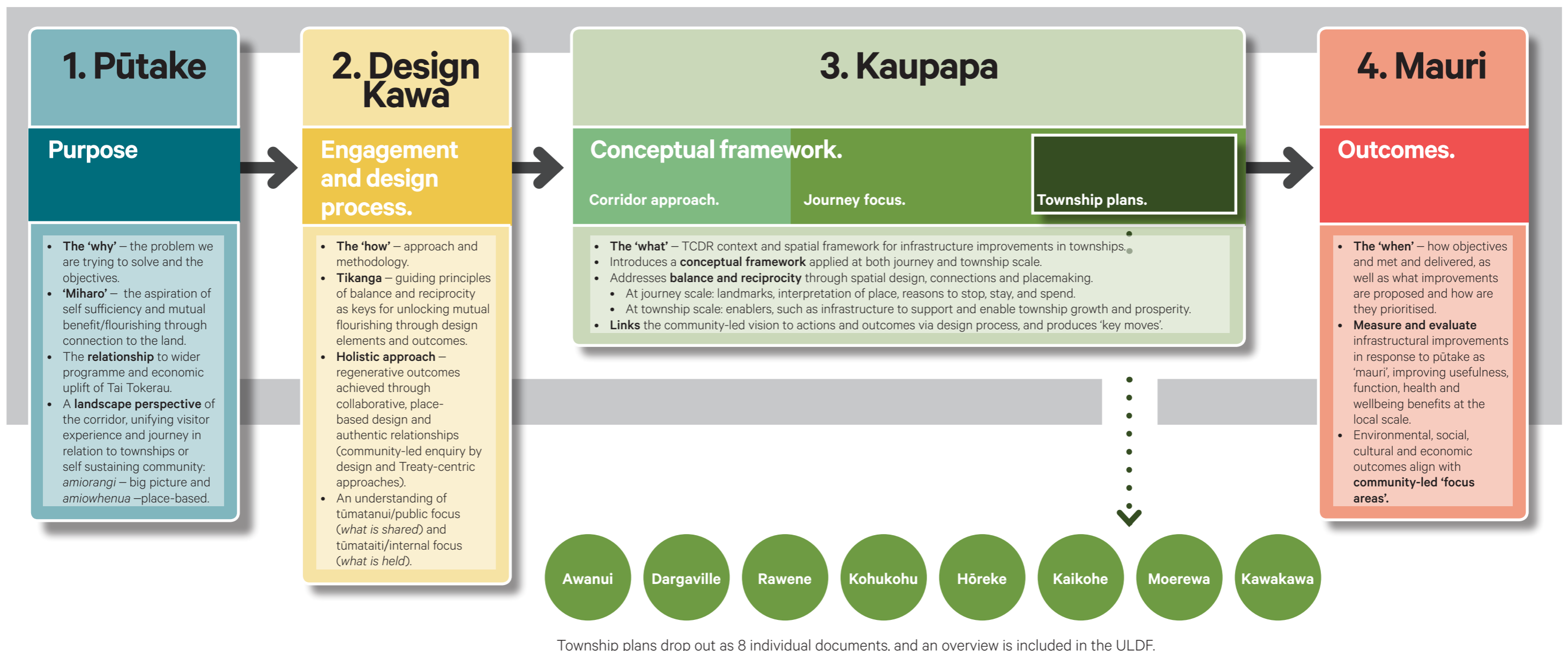
# ULDF document structure.

## 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**.

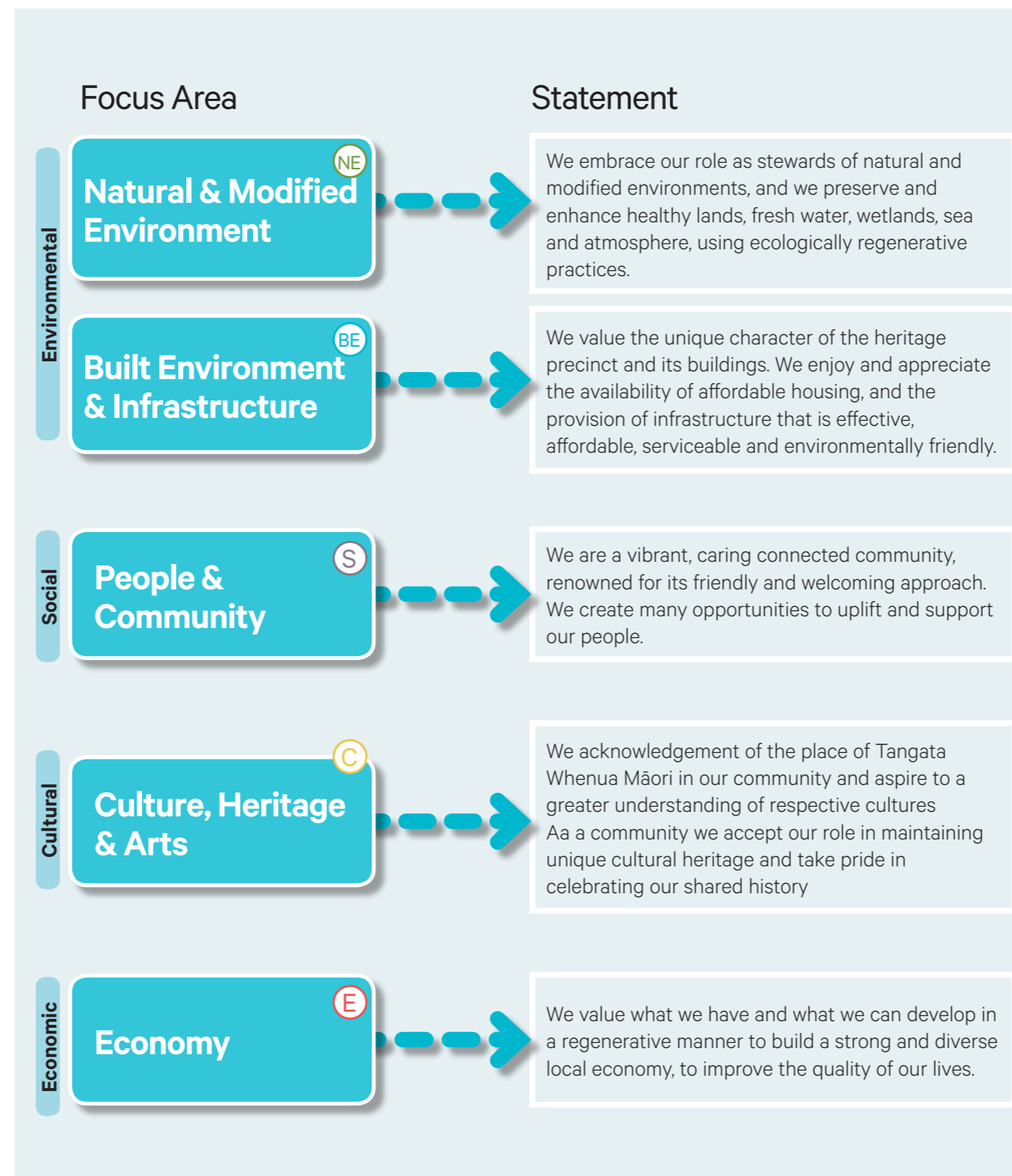




Rawene: Community Plan 2017.



The Rawene community is nestled in a unique and beautiful natural (Hokianga) setting. It is a place where people trust and the relationships that flow between us are nurtured. The community works together in a spirit of togetherness to ensure the wellbeing of all.



Legend: existing land use

	Commercial Zone - FNDP
	Industrial Zone - FNDP
	Reserve Zone - FNDP
	Conservation zone
	School
	Mangroves
	Property boundaries
	State Highway
	Other roads
	Twin Coast Discovery Route
	Tourism Byway
	Twin Coast Cycleway
	Walking and cycling trails
	Landmark Buildings
	Waterways

Legend: Activity

	Church		Library
	School		Post office
	Marae		Supermarket
	Recreation		Retirement / Care Home
	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 Rawene 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.



Rawene township map.

Note: This is a graphic representation of the Rawene 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. Refer to appendices for detailed plan.

**Parking / Traffic/Ferry**

- BE** Promote 'ferry as a road'
- BE** Retain / manage / enhance infrastructure in accordance with community wishes
- BE** Greater provision for vehicle parking in town centre
- E** Remove barriers to development - access, parking, traffic flow

**Streetscape**

- BE** Pace of life is valued - pedestrian friendly + social interaction
- BE** Shared space + destination
- BE** Environmentally friendly infrastructure including footpaths, street furniture, lighting and planting

**Walking/ Cycling Trails**

- BE** Self guided heritage walks and information boards and displays
- C** along with digital archive / online portal
- BE** Preserve adequate network of paper roads for future access to properties
- BE** Trails and walkway along streams and wetlands
- NE** Riparian planting
- E** Art, craft and wine trails
- E** Cultural tourism
- NE** Clean up and plant coastline for run off erosion
- BE** Extension of cycle trail by land/ water

**Trails / Journey**

- E** Extensions to Opononi and Hikurangi end points of by-way journeys
- BE** Create 'pathways' to Rawene journeys
- E** Link Twin Coast Cycle and Ancient Kauri Trails through Rawene
- BE** Adventure and heritage cycling opportunities
- BE** Align with Ventnor Trail and Kohukohu heritage trail

Buildings over water  
Art Gallery and Cafe  
Civic Heart  
Rawene senic centre, community library and town hall/square  
Esplanade Paper Road

Car Ferry to Kohukohu (The Narrows)

Wharf  
Car Ramp

Boatshed Cafe

Clendon House circa. 1860

Clendon Esplanade

Esplanade Walk

Mangrove Boardwalk + Conservation Area

Hokianga Community Shed - est. 2016 by volunteer groups

Rawene Domain (Recreational)

Rugby Club

Rawene Primary School

Rawene Holiday Park

Rawene Hospital - Hokianga Health Enterprise Trust

Papahurihas Settlement 1845

**Signage**

- C** More visible signs of Maori history
- C** New site for Rawene waka - possible museum for Rawene/ Hokianga history
- C** Interpretive history
- C** Use of poi, carving, murals - story telling
- C** Celebrations and events

**Heritage Precinct**

- BE** Relationship of town and buildings with the water is special and valued, along with sea views
- BE** Incremental change not wholesale
- BE** Rawene design guidelines
- E** Museum for Rawene Hokianga history
- E** Clendon House landmark visitor attraction

**Local Schools**

- S** Treasure, support and involve as anchor for community
- S** Host events eg. annual Hokianga Christmas in the Park

**Civic spaces / Tourism**

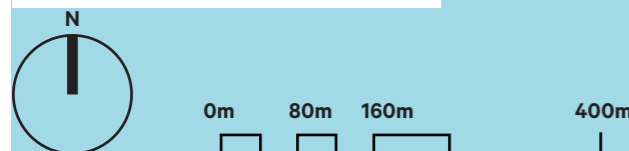
- BE** Use of community buildings and service centre revamp
- S** Create outdoor civic meeting/ market areas, stages for performance (eg. creation of village green/townhall square revamp)
- BE** Local information centre, programme for pop-up shops and low-cost accommodation
- BE** Water based attractions eg. pontoon

**Marae & Maori Sites of Significance**

- C** Care for sites of significance eg. Okura Maori Reserve, new motorcamp and Jean Irvine Historic Place
- NE** Identify, access and restore iconic landforms and views
- 1.** Te Mahurehure settlement
- 2.** Mahurehure gardens at Tahunahuru
- 3.** Okura-whare wanange and ceremonial site

**Non-Specific Locations**

- NE** Best practice regenerative models
- NE** Clean up and plant the coastline for run of and erosion prevention
- S** 5 wellbeing - community health and wellbeing
- S** Friendly, welcoming and connected community
- E** Local industry, food and production
- C** Collective history of Rawene - archives and display
- S** Community collective / co-op models for local industry
- C** New site for the Rawene waka

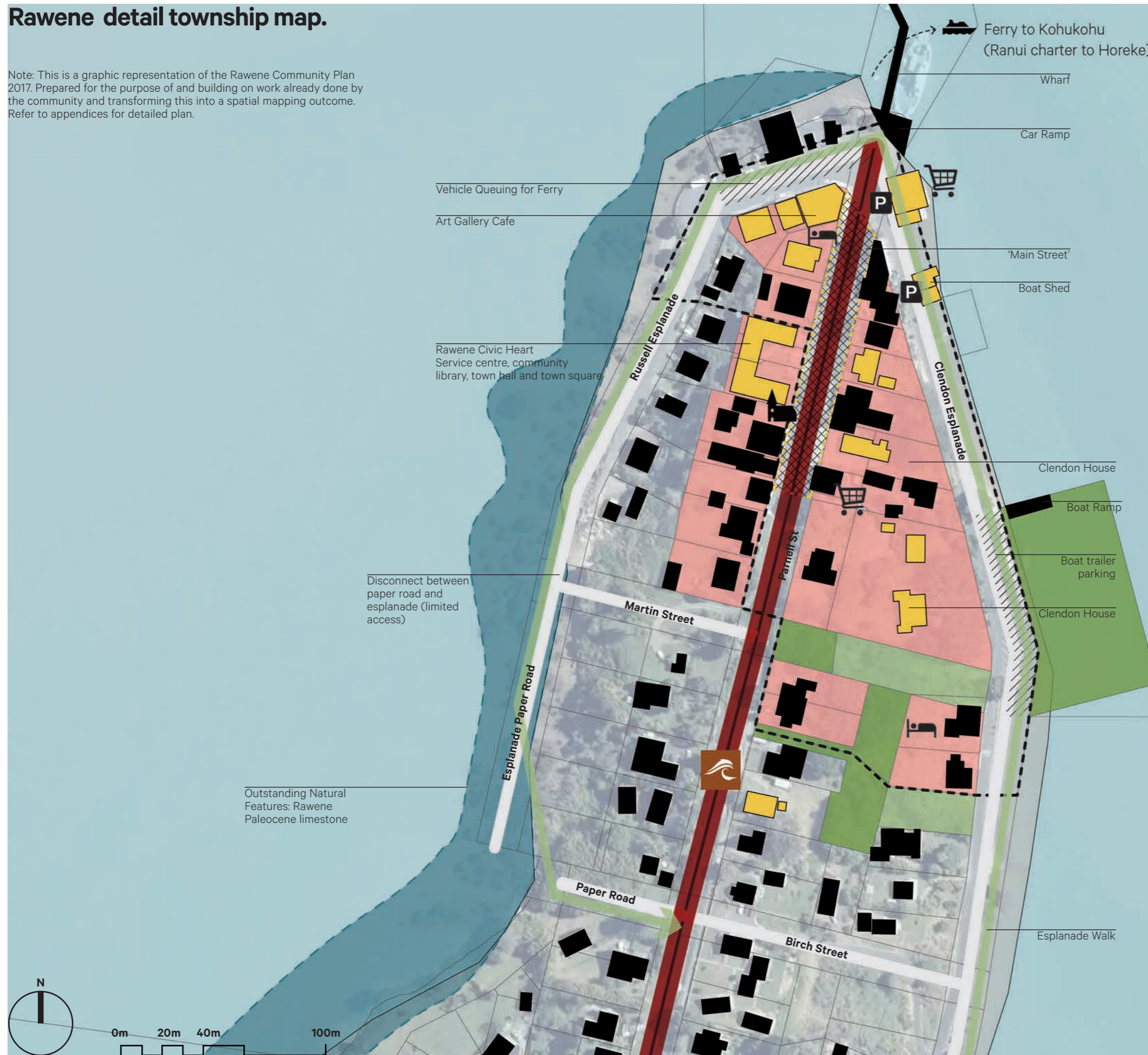


Note: Paper roads not shown on this map.



# Rawene detail township map.

Note: This is a graphic representation of the Rawene 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. Refer to appendices for detailed plan.



Legend: existing land use			
	Commercial Zone - FNDP		
	Industrial Zone - FNDP		
	Reserve Zone - FNDP		
	Conservation zone		
	Wetland Area		
	Reclaimed Land		
	School		
	Landmark Buildings		
	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
	Sports field		Retirement / Care Homes
	Accommodation		Playground
	Hospital		Information centre
	Parking		Pedestrian Crossing
	Gateway		Bridge

Note: Paper roads not shown on this map.

Note: Paper roads not shown on this map.  
Rawene Township Plan | NZTA | November 4, 2019



# Workshop 1. Invitation and Programme.

An invitation to the Rawene community

## Twin Coast Discovery Highway Design Workshop

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



Rawene waterline

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, Rawene 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 Rawene will align with the Rawene Community Plan (2017) which was developed with local knowledge, stakeholder input and Far North District Council guidance. You can read more about the Rawene 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:** Friday 3 May 2019

**Location:** RAD Building (next to Town Hall), 11 Parnell Road, Rawene

**Time:** 9am - 4:30pm

Please register your interest to attend the workshops by emailing [northlandprojects@nzta.govt.nz](mailto: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](http://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 Rawene.

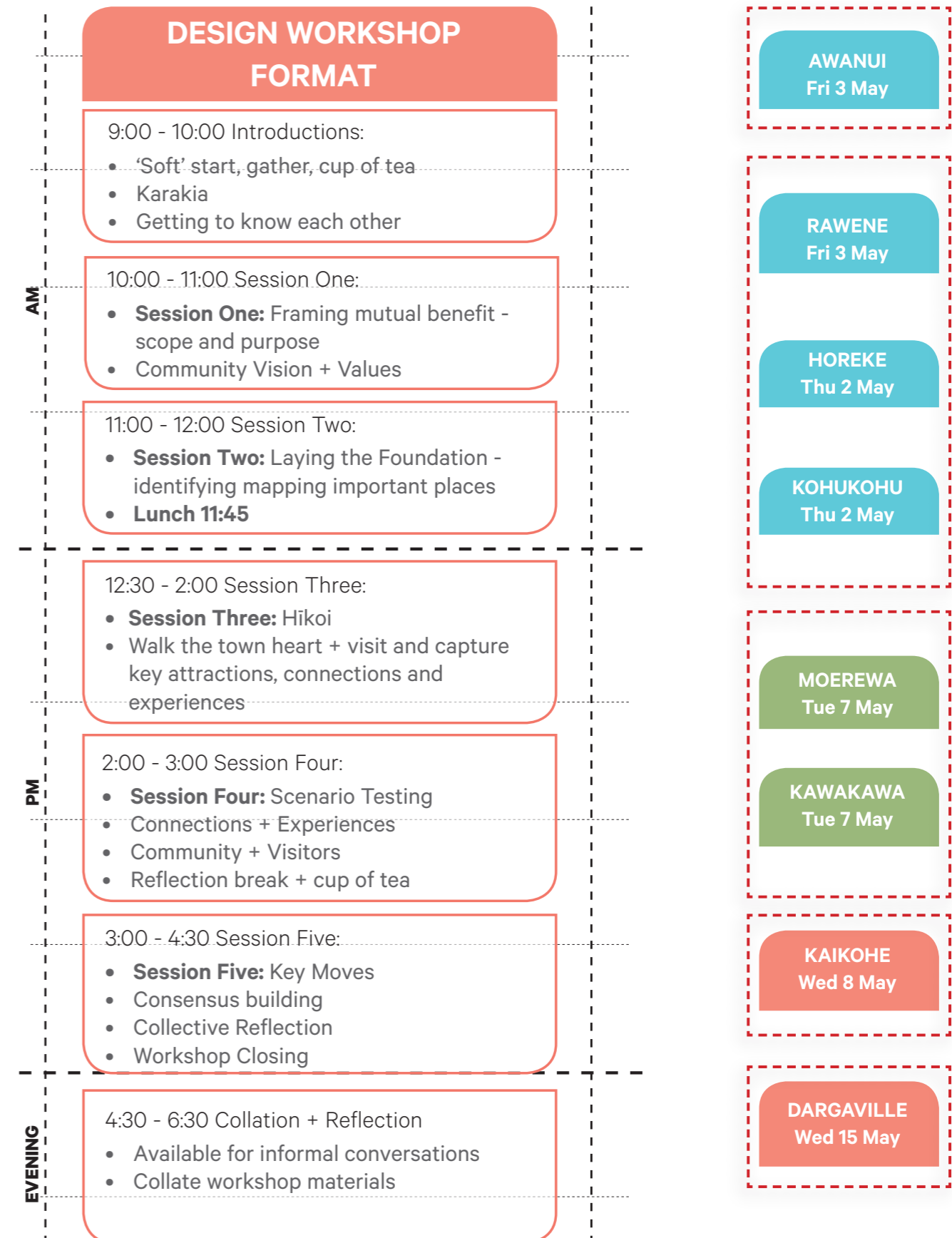
Workshop two will focus on testing design options and identifying and prioritising projects for improving Rawene's public spaces.

### 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

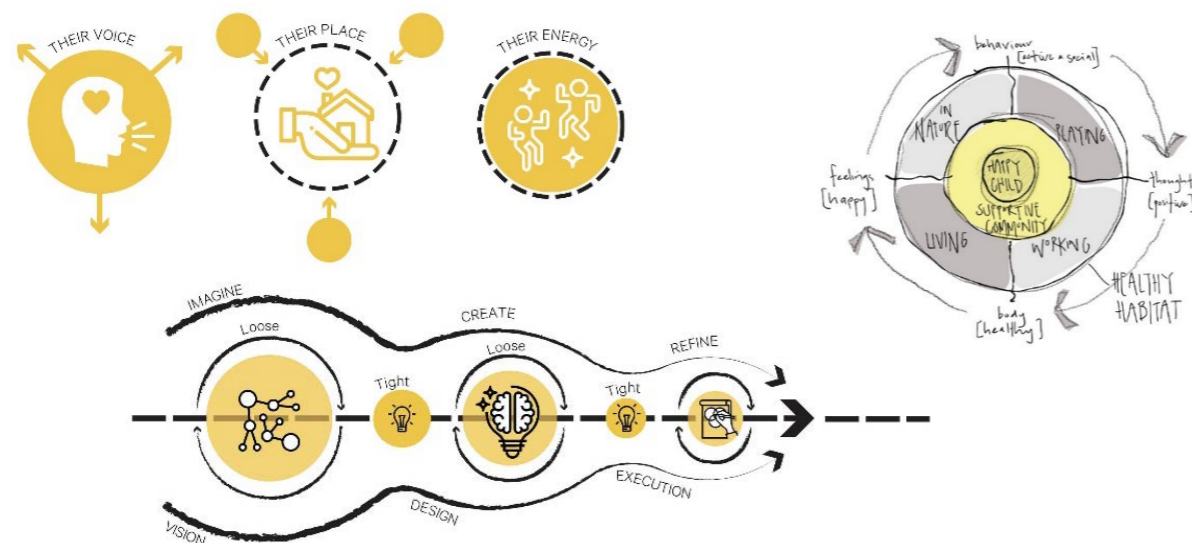
		CLUSTER WEEK ONE							
		Objective: Relationship building + First Round of CREATE Sessions							
		MON 29 APR	TUE 30 APR	WED 1 MAY	THU 2 MAY	FRI 3 MAY	SAT 4 MAY	SUN 5 MAY	
AM				<b>TRAVEL + PREP</b> <ul style="list-style-type: none"> <li>Travel to Kaikohe</li> <li>Setup as BASE Camp over the Cluster period</li> </ul>	<b>HOREKE + KOHUKOHU TWO TEAMS IN TANDEM</b> <p>9:00 - 10:00 Introductions:</p> <ul style="list-style-type: none"> <li>'Soft' start, gather, cup of tea</li> <li>Karakia</li> <li>Getting to know each other</li> </ul> <p>10:00 - 12:00 Session One + Two:</p> <ul style="list-style-type: none"> <li><b>Session One:</b> Framing mutual benefit</li> <li>Community focus</li> <li><b>Session Two:</b> Laying Foundation</li> <li>Lunch 11:45</li> </ul>	<b>RAWENE + AWANUI TWO TEAMS IN TANDEM</b> <p>9:00 - 10:00 Introductions:</p> <ul style="list-style-type: none"> <li>'Soft' start, gather, cup of tea</li> <li>Karakia</li> <li>Getting to know each other</li> </ul> <p>10:00 - 12:00 Session One + Two:</p> <ul style="list-style-type: none"> <li><b>Session One:</b> Framing mutual benefit</li> <li>Community focus</li> <li><b>Session Two:</b> Laying Foundation</li> <li>Lunch 11:45</li> </ul>	<b>TRAVEL + RETURN</b> <ul style="list-style-type: none"> <li>Awanui back to Kaikohe</li> </ul>		
	PM				<b>RELATIONSHIP WORKSHOPS</b> <ul style="list-style-type: none"> <li>Meet with Key Community Leads + Connects across townships Rawene / Kohukohu + Horeke</li> <li>Confirm all in place for programme</li> <li>Divide as needed using Kaikohe BASE as a starting hub</li> </ul>	<p>12:30 - 2:00 Session Three:</p> <ul style="list-style-type: none"> <li><b>Session Three:</b> Hikoi</li> <li>Walk the town heart + visit key connections</li> </ul> <p>2:00 - 3:00 Session Four:</p> <ul style="list-style-type: none"> <li><b>Session Four:</b> Scenario Testing</li> <li>Connections + Experiences</li> <li>Community + Visitors</li> <li>Reflection break + cup of tea</li> </ul> <p>3:00 - 4:30 Session Five:</p> <ul style="list-style-type: none"> <li><b>Session Five:</b> Key Moves</li> <li>Consensus building</li> <li>Collective Reflection</li> <li>Workshop Closing</li> </ul>	<p>12:30 - 2:00 Three</p> <ul style="list-style-type: none"> <li><b>Session Three:</b> Hikoi</li> <li>Walk the town heart + visit key connections</li> </ul> <p>2:00 - 3:00 Session Four:</p> <ul style="list-style-type: none"> <li><b>Session Four:</b> Scenario Testing</li> <li>Connections + Experiences</li> <li>Community + Visitors</li> <li>Reflection break + cup of tea</li> </ul> <p>3:00 - 4:30 Session Five:</p> <ul style="list-style-type: none"> <li><b>Session Five:</b> Key Moves</li> <li>Consensus building</li> <li>Collective Reflection</li> <li>Workshop Closing</li> </ul>		
		EVENING					<p>4:30 - 6:30 Collation + Reflection</p> <ul style="list-style-type: none"> <li>Available for informal conversations</li> <li>Collate workshop materials</li> </ul>	<p>4:30 - 6:30 Collation + Reflection</p> <ul style="list-style-type: none"> <li>Available for informal conversations</li> <li>Collate workshop materials</li> </ul>	



# Workshop 1. Outline.

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

Inform: <b>TELL</b>	Consult: <b>ASK</b>	Involve: <b>DISCOVER</b>	Collaborate: <b>CREATE</b>	Empower: <b>DO</b>
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)

<b>Project Goal:</b>	<p>Why we are engaging with township communities for this project</p> <ul style="list-style-type: none"> <li>The Twin Coast Discovery Route interacts with 8 towns, each of which has different constraints and opportunities. The TCDR journey is the unifying element.</li> <li>Tourism (visitor industry) is the opportunity, community is the focus, transport infrastructure is the enabler</li> <li>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</li> <li>We show how design/ spatial mapping can identify overlaps between visitor experience, and the everyday interaction and healthy functioning of communities</li> <li>Each community has a 'clustering relationship' with other towns at a network/ system design scale (buses, cycling trails, multi-modal) that has greater potential</li> <li>Each township has unique identifiers / distinctive qualities and character that we can draw out</li> </ul>
<b>Commitment:</b>	<p>Our commitment to working with township communities for this project</p> <ul style="list-style-type: none"> <li>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</li> <li>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.</li> <li>We communicate why/how the TCDR programme will help each community achieve their vision and goals for community development (through investment and infrastructure).</li> <li>We listen, observe and reflect back how the input of each community has impacted on key concepts and priorities</li> </ul>
<b>Purpose:</b>	<p>Why are we seeking community involvement in the process</p> <ul style="list-style-type: none"> <li>An 'enquiry by design' process acknowledges the community-led approach adopted by FNDC and KDC</li> <li>To invite the community to help shape, guide and test decisions along the way (reach consensus) and embed local knowledge in the process</li> <li>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</li> <li>To acknowledge, reflect and build on recent work already done, and the leadership and role of the 'Community Plan Working Groups'</li> </ul>
<b>Objectives:</b>	<p>What we hope to achieve for workshop sessions</p> <p><b>Phase one: Imagine</b></p> <p><b>FRAME: Introductory session with Community Working Group:</b></p> <ul style="list-style-type: none"> <li>Frame up project, potential benefits and parameters (TCDR and clustering context)</li> <li>Outline purpose of two separate clusters of 'enquiry by design' process</li> <li>Introduce purpose, process and principles (Pūtake, kawa, kaupapa, mauri)</li> <li>Gain insight to previous community roles and inputs/ process for involving wider community</li> <li>Reflect and collectively review community plans, vision and values (as spatial plan)</li> <li>Build collective understanding of scope, themes, drivers and physical outcomes (i.e. public realm improvements), and test with scenarios/ precedents</li> <li>Mark/highlight locations for hikoī- what do we need to test/ understand/ capture?</li> </ul> <p><b>HIKOI: Hikoī wānanga with Community Working Group:</b></p> <ul style="list-style-type: none"> <li>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</li> </ul>



# Workshop 1. Outline.

	<ul style="list-style-type: none"> <li>Mindmap (spatially articulate) what is unique and important for the community, and capture character</li> </ul> <p><b>WORKSHOP:</b> Interactive mapping sessions with Community Working Group:</p> <ul style="list-style-type: none"> <li>Demonstrate the benefit of spatially mapping 'key moves' to guide planning, placemaking and prioritisation</li> <li>Use design process to draw out key placemaking moves and themes as distinctive to place/ township from both community and visitor perspective</li> <li>Scenario testing and building consensus</li> <li>Discuss next steps- i.e. prioritisation of infrastructure improvement projects</li> </ul>
<b>Participants:</b>	<b>Who we are inviting and why</b>
	<p>IMAGINE sessions (may 2019):</p> <ul style="list-style-type: none"> <li><b>Targeted sessions</b>, 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.</li> <li>Invitations will go out via Community leads and distributed to Working Group network and hapu representatives (by email)</li> <li>Kay Council representatives for Far North and Kaipara invited (community development and urban planning)</li> </ul> <p>CREATE sessions (in June 2019)</p> <ul style="list-style-type: none"> <li>Targeted and open sessions</li> <li><b>Targeted workshops</b> 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.</li> <li><b>Open studio sessions</b> 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.</li> <li>Invitations sent via community leads, and posters distributed to wider networks (online and distributed in townships)</li> </ul>
<b>Method:</b>	<b>How we are engaging (Methods and techniques)</b>
	<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><b>Guiding framework- how we work together</b></p> <ul style="list-style-type: none"> <li>Urban Landscape Design Framework (ULDF) outline structure forms basis for communicating purpose and objectives: pūtake, design kawa, kaupapa and mauri</li> </ul> <p><b>Hikoi methods</b></p> <ul style="list-style-type: none"> <li>The community map a route and identifying stopping places.</li> <li>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.</li> <li>May be one group or break into smaller groups, depending on size of town and group.</li> </ul>

	<ul style="list-style-type: none"> <li>Listen, observe, photograph, sketch and record on map as we go</li> <li>Physically mark stopping locations and route with participant interaction and photo</li> <li>Polaroids to pin up – capture character and people</li> </ul> <p><b>Workshop methods</b></p> <ul style="list-style-type: none"> <li>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</li> <li>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</li> <li><b>Marking treasures-</b> the places, landscapes and features that are most important and unique</li> <li><b>Scenario testing-</b> considering both community and visitor perspectives with scenario testing and mapping. Considering place, movement and experience and mapping communal spaces, decision points and attractors.</li> <li><b>Consensus building-</b> 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</li> </ul>
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## 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:** RAD Building, 11 Parnell Road, Rawene. Date: Friday 3 May, 2019.

**Workshop Attendance:** 12.

**Comments:** Good balance of local representatives, businesses and community.





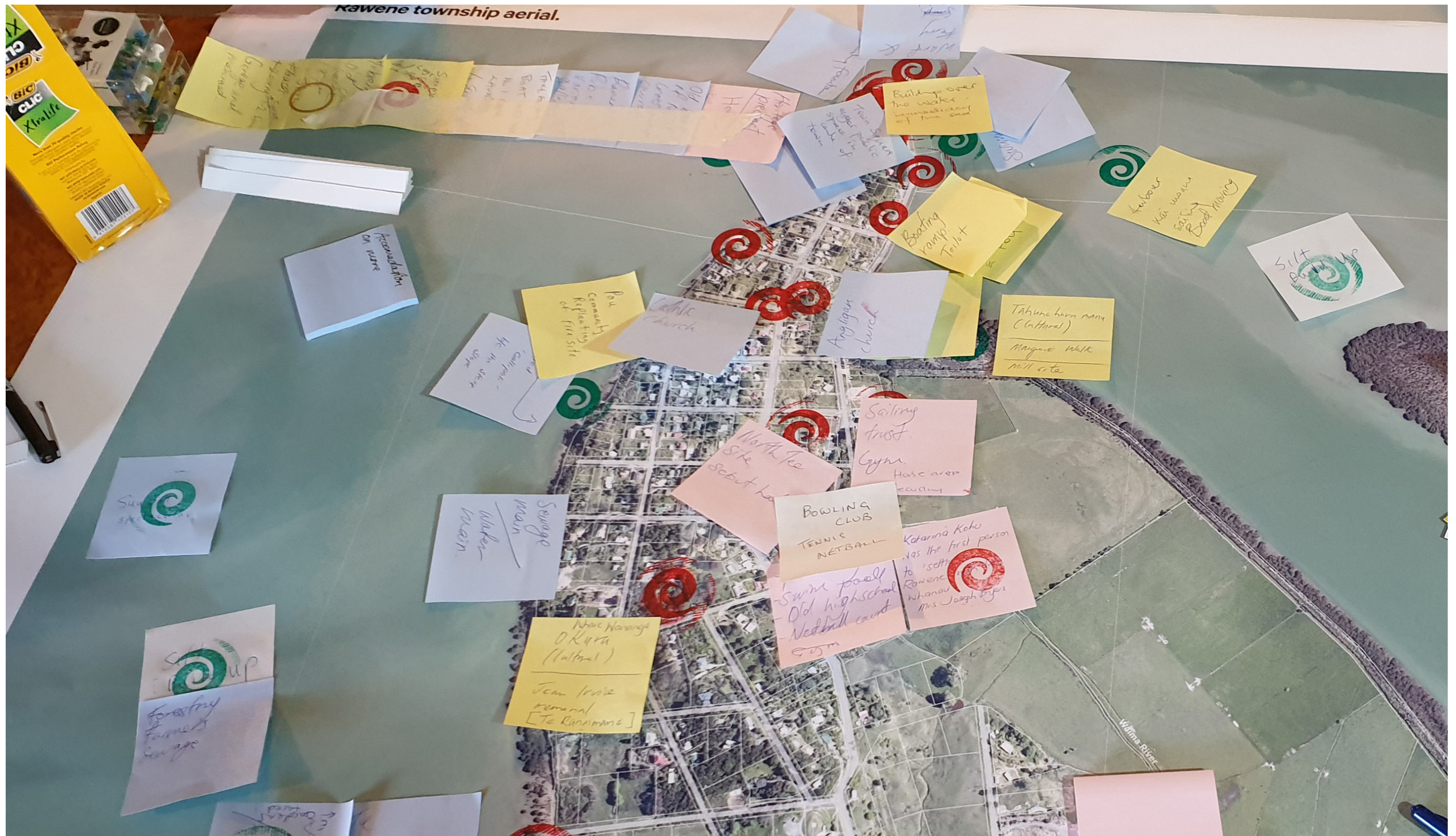


# Workshop 1. Framing Community Visions and Values - Journey Scale.





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





# Workshop 1. SWOT Mapping & Hikio Wānanga.





# Workshop 2. Invitation.

An invitation to the Rawene community

## Twin Coast Discovery Highway Community drop-in session

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



Rawene waterline

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, Rawene 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 Rawene Township plan and potential improvement opportunities.

### Community drop-in session

**When:** Friday 21 June 2019

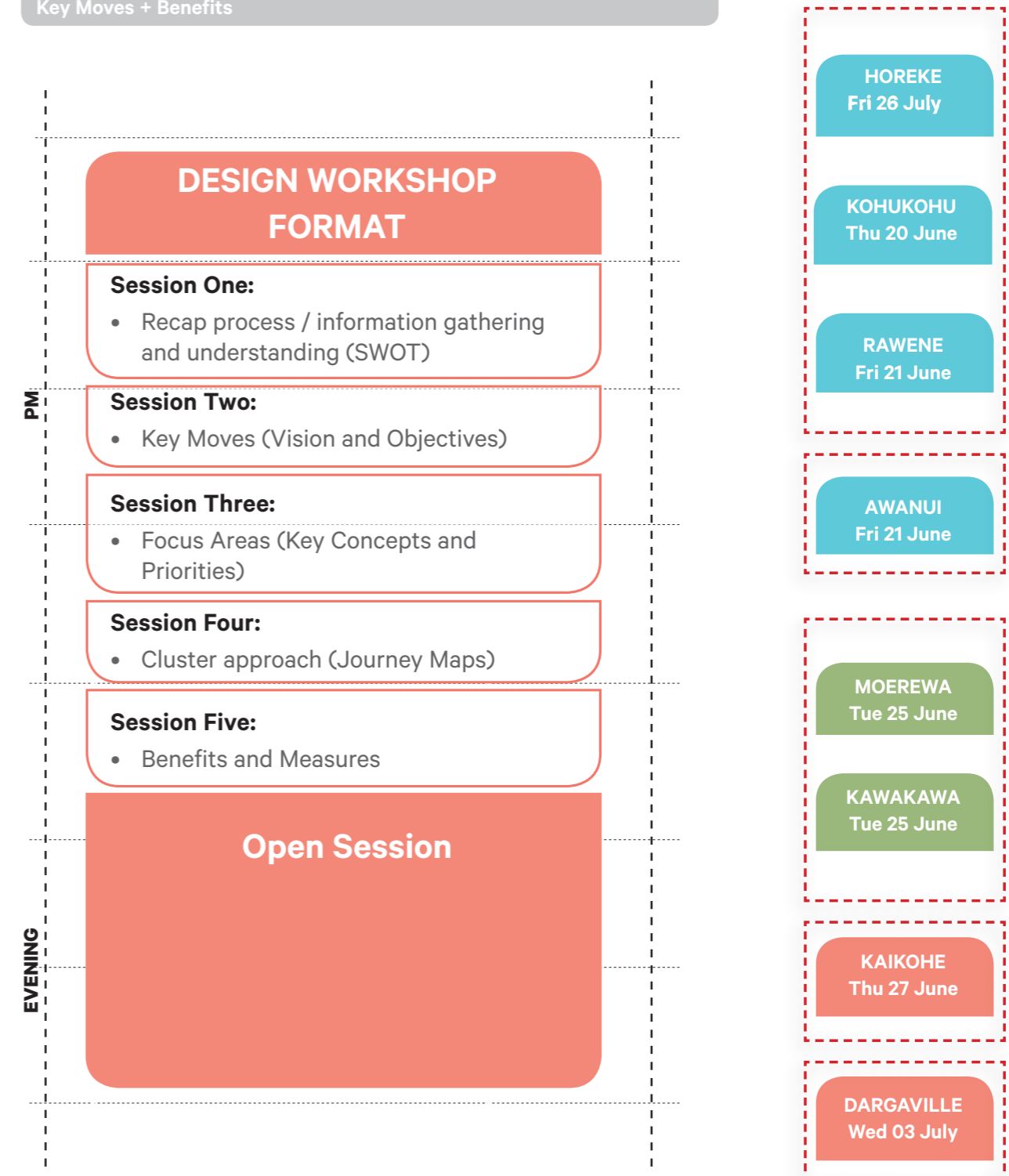
**Location:** RAD Building  
11 Parnell Road,  
Rawene

**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](http://www.nzta.govt.nz/twin-coast-discovery-route).

### NORTHLAND TOWNSHIP ENGAGEMENTS: WORKSHOP FORMAT + PROGRAMME

Objective: Second Round of CREATE Sessions  
Key Moves + Benefits





# Workshop 2. Programme.

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

**WORKSHOP TWO - CREATE: Programme Rundown**  
Objective: Scenario Testing + Refinement of Workshop Sessions

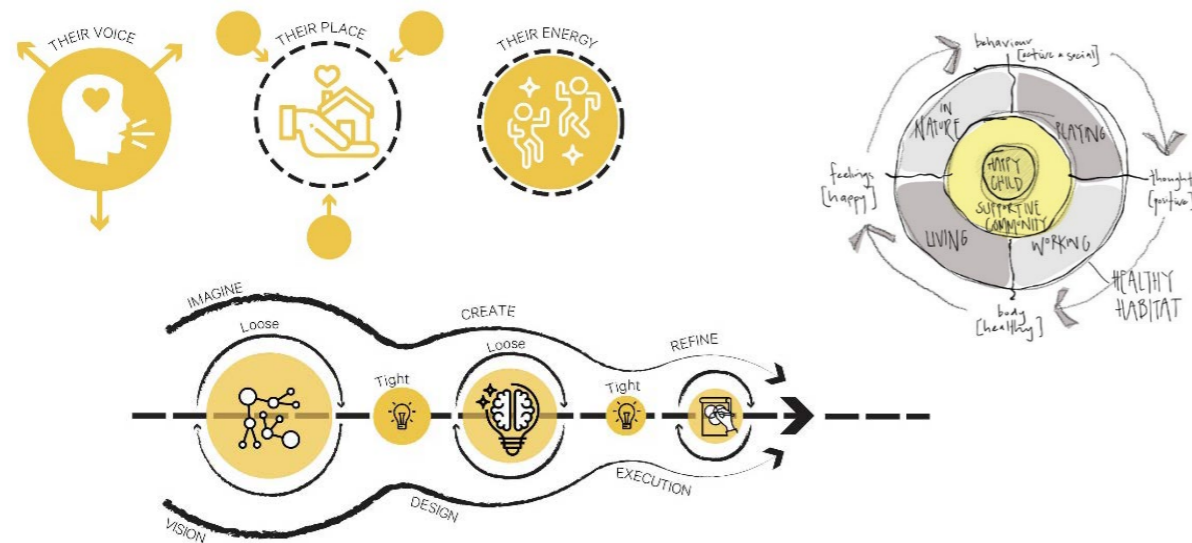
	MON 17 JUN	TUE 18 JUN	WED 19 JUN	THU 20 JUN	FRI 21 JUN	SAT 22 JUN	SUN 23 JUN
AM			<b>TRAVEL + PREP</b> <ul style="list-style-type: none"> <li>Travel to Kaikohe</li> <li>Setup as BASE Camp over the Cluster period</li> </ul>	<b>HOREKE + KOHUKOHU TWO TEAMS IN TANDEM</b> <p>9:00 - 10:00 Introductions:</p> <ul style="list-style-type: none"> <li>'Soft' start, gather, cup of tea</li> <li>Karakia</li> <li>Project review and update</li> </ul> <p>10:00 - 12:00 Session One + Two:</p> <ul style="list-style-type: none"> <li><b>Session One:</b> Testing the plans and confirming the key moves.</li> <li><b>Session Two:</b> Setting the projects and actions</li> <li>Lunch 12:00</li> </ul>	<b>RAWENE + AWANUI TWO TEAMS IN TANDEM</b> <p>9:00 - 10:00 Introductions:</p> <ul style="list-style-type: none"> <li>'Soft' start, gather, cup of tea</li> <li>Karakia</li> <li>Project review and update</li> </ul> <p>10:00 - 12:00 Session One + Two:</p> <ul style="list-style-type: none"> <li><b>Session One:</b> Testing the plans and confirming the key moves</li> <li><b>Session Two:</b> Setting the projects and actions</li> <li>Lunch 12:00</li> </ul>	<b>CLUSTER EVENT + PUBLIC ACTIVATION</b> <p>9:00 - 10:00 Set Up</p> <ul style="list-style-type: none"> <li><b>Project Team Set-Up across Rawene, Horeke + Kohukohu</b></li> </ul> <p>10:00 - 12:00 Open Studio</p> <ul style="list-style-type: none"> <li><b>Open Studio Session across each township</b></li> </ul>	
	PM			<b>RELATIONSHIP WORKSHOPS</b> <ul style="list-style-type: none"> <li>Meet with Key Community Leads + Connects across townships Rawene / Kohukohu + Horeke</li> <li>Confirm all in place for programme</li> <li>Divide as needed using Kaikohe BASE as a starting hub</li> </ul>	<p>12:00 - 2:30 Session Three + Four:</p> <ul style="list-style-type: none"> <li><b>Session Three:</b> Aligning and prioritising the projects and actions</li> <li><b>Session Four:</b> Setting up for the open studio and public session</li> </ul>	<p>12:00 - 2:30 Session Three + Four:</p> <ul style="list-style-type: none"> <li><b>Session Three:</b> Aligning and prioritising the projects and actions</li> <li><b>Session Four:</b> Setting up for the open studio and public session</li> </ul>	<p>12:00 - 5:00 Cluster Activation</p> <ul style="list-style-type: none"> <li><b>Rānui Charter Boat between harbour townships</b></li> <li><b>Open studio showcases and drop-in stations at each township</b></li> </ul>
EVENING					<b>OPEN STUDIO PUBLIC INVITE</b> <p>3:30 - 6:00 Open Studio</p> <ul style="list-style-type: none"> <li>Pin-up display and drop in sessions</li> <li>Project and prioritising activities</li> <li>Feedback and discussion opportunities with the community working group and the project team</li> </ul>	<b>OPEN STUDIO PUBLIC INVITE</b> <p>3:30 - 6:00 Open Studio</p> <ul style="list-style-type: none"> <li>Pin-up display and drop in sessions</li> <li>Project and prioritising activities</li> <li>Feedback and discussion opportunities with the community working group and the project team</li> </ul>	
				<b>TEAM ALLOCATION</b> <ul style="list-style-type: none"> <li>Horeke: DP / MH / ANA / Mere</li> <li>Kohukohu: HK / SB / Tukaha / Matenga</li> </ul>	<b>TEAM ALLOCATION</b> <ul style="list-style-type: none"> <li>Awanui: DP / MH / ANA / Mere</li> <li>Rawene: HK / SB / Tukaha / Manawanui</li> </ul>		



# Workshop 2. Outline.

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

Inform: <b>TELL</b>	Consult: <b>ASK</b>	Involve: <b>DISCOVER</b>	Collaborate: <b>CREATE</b>	Empower: <b>DO</b>
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)

<b>Project Goal:</b>	<p>Why we are engaging with township communities for this project</p> <ul style="list-style-type: none"> <li>The Twin Coast Discovery Route interacts with 8 towns, each of which has different constraints and opportunities. The TCDR journey is the unifying element.</li> <li>Tourism (visitor industry) is the opportunity, community is the focus, transport infrastructure is the enabler</li> <li>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</li> <li>Design/ spatial mapping can identify overlaps between visitor experience, and the everyday interaction and healthy functioning of communities</li> <li>Each community has a 'clustering relationship' with other towns at a network/ system design scale (buses, cycling trails, multi-modal) that has greater potential</li> <li>Each township has unique identifiers / distinctive qualities and character that we can draw out</li> </ul>
<b>Commitment:</b>	<p>Our commitment to working with township communities for this project</p> <ul style="list-style-type: none"> <li>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</li> <li>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.</li> <li>We communicate why/how the TCDR programme will help each community achieve their vision and goals for community development (through investment and infrastructure),</li> <li>We listen, observe and reflect back how the input of each community has impacted on key concepts and priorities</li> </ul>
<b>Purpose:</b>	<p>Why are we seeking community involvement in the process</p> <ul style="list-style-type: none"> <li>An 'enquiry by design' process acknowledges the community-led approach adopted by FNDC and KDC</li> <li>To invite the community to help shape, guide and test decisions along the way (reach consensus) and embed local knowledge in the process</li> <li>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</li> <li>To acknowledge, reflect and build on recent work already done, and the leadership and role of the 'Community Plan Working Groups'</li> </ul>
<b>Objectives:</b>	<p>What we hope to achieve for workshop sessions</p> <ul style="list-style-type: none"> <li>An robust understanding of community needs and opportunities for township improvements that will achieve mutual benefit</li> <li>A community perspective on what might <b>attract visitors to stop, stay and spend</b> – the catalyst for economic uplift in Tai Tokerau</li> <li>A deep and wide understanding of what could enhance township <b>safety, place and function</b>- the enablers, including transport infrastructure and place based improvements</li> </ul>
<b>Participants:</b>	<p>Who we are inviting and why</p> <p>IMAGINE sessions (may 2019):</p> <ul style="list-style-type: none"> <li><b>Targeted sessions</b>, 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 plan.</li> </ul>



# Workshop 2. Outline.

	<ul style="list-style-type: none"> <li>• Invitations will go out via Community leads and distributed to Working Group network and hapu representatives (by email)</li> <li>• Key Council representatives for Far North and Kaipara invited (community development and urban planning)</li> </ul> <p>CREATE sessions (in June 2019)</p> <ul style="list-style-type: none"> <li>• Targeted and open sessions</li> <li>• <b>Targeted workshop session</b> 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.</li> <li>• <b>Open studio session</b> 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.</li> <li>• Invitations sent via community leads, and posters distributed to wider networks (online and distributed in townships)</li> </ul>
<b>Method:</b>	<b>How we are engaging (Methods and techniques)</b>
	<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><b>Guiding framework- how we work together</b></p> <ul style="list-style-type: none"> <li>• Urban Landscape Design Framework (ULDF) outline structure forms basis for communicating purpose and objectives: pūtake, design kawa, kaupapa and mauri</li> </ul> <p><b>Enquiry by design methods</b></p> <ul style="list-style-type: none"> <li>• Reflecting community vision, principles and focus areas (as diagrams and spatial maps identifying potential public space/ physical improvements)</li> <li>• 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.</li> <li>• Consensus building: measures and benefits that define and achieve impact in each community, and</li> </ul>

# 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:** RAD Building, 11 Parnell Road, Rawene. Date: Friday 21 June, 2019.

**Workshop Attendance:** 13.

**Drop in Session Attendance:** 2\*

**Comments:** Many of the Round One attendees returned, staying on for the drop in session.

\*Note: These numbers do not reflect actual attendance number of the drop in sessions. Drop-in session number did not capture everyone attendance as not all attendees formally signed into the session. Numbers were closure to 10 with new comers and repeat visitors from the past workshops.



# Workshop 2. SWOT Matrix.

**Theme: Landscape** Rawene

<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses
<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats

**Water based experience**

- Pedestrian ferry to Kohukohu – investigate frequency/providers, infrastructure/wharf options
- Water based events and festivals
- New pontoon for waka ama and festivals

**Cycle and walking trails**

- Investigate options for Clendon Esplanade – boardwalk/seawall shared/one way/residents only
- Provide cycle facilities for boat ramp – repair/wash/shower etc
- Paper road making linkages in towns – investigate topography
- Seawall repair
- Stopbank cycle/walk extension

**Stories, markers, identity**

- Link sites of significance/cultural footprint with pou markers to tell the stories
- Significant art piece at entry – for visitors, easy to see a new town quality or place or area (IDENTITY)
- Where waka carving

**Environmental**

- Partnership, education and support programme for weed eradication
- Community nursery and environmental education – workshops etc
- School involvement/programme
- Plant natives – coastal edge – erosion areas and streams
- Community orchard near youth facility

**Theme: Journey** Rawene

<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses
<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats

**Parking/rest**

- Resolve ferry landing/intersection/reversing issues with low roundabout and road markings
- Shuttle/small bus parking
- Shift loading zones and disability parking
- Improvements to camper van pullover area and western edge sea wall. Move toilet, create picnic area, extra parking

**Slowing traffic/gateways**

- Investigate pullover and road configuration at top of hospital hill/intersection
- Consider buses and pedestrian crossings/roundabout
- Point of arrival and identity – welcome sign/network
- Move 50km/hr sign back (Southward)
- Road treatment – town square and 30km/hr slow zone

**Signage/information**

- Ferry information at SH12 junction and/or digital signboard for ferry sailing times before approach to mainstreet to slow traffic
- Sign for campground and distance to avoid paper road confusion

**Theme: Mainstreet/Civic Heart** Rawene

<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses
<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats

**Civic Hub and Visitor Interface.**

- Town square upgrade – including shelter options seating, play and parking
- Visitor information

**Youth Activity.**

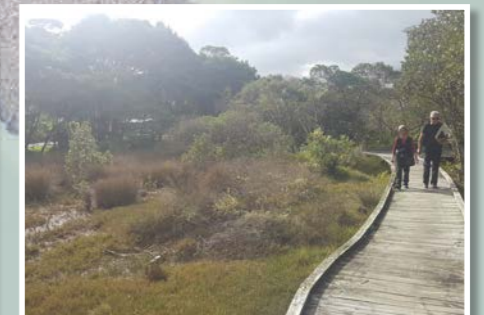
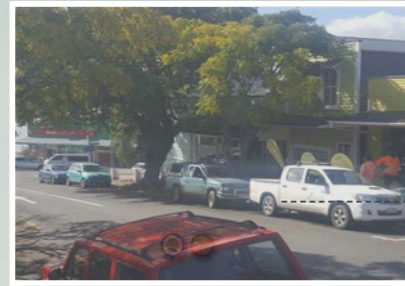
- New public playground – esplanade (community hub – shed area)
- New basketball court
- Parking – upgrade/increase

**Events and Venues.**

- Information – connected event trails
- Provide for visitors – accommodation, eateries
- Investigate options for Northtech site – temporary – host events/wananga/wellness
- Investigate options for the domain (former rugby fields). Base facilities needed



<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses
<b>O</b> Opportunities	<b>T</b> Threats	<b>O</b> Opportunities	<b>T</b> Threats
<b>S</b> Strengths	<b>W</b> Weaknesses	<b>S</b> Strengths	<b>W</b> Weaknesses
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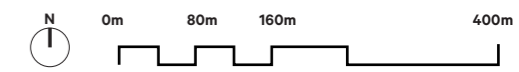
Non Page Specific.

- Clear signage needed - Bayllys Beach turn-off
- Eateries not open at night/no options
- Shops closed on Mondays
- 2. Journey**
- Highway/byway junction - SH12 Ferry and visitor info
- Local knowledge and history, "just ask a local"
- 3. Landscape**
- Visiting whānau - signature art piece for pictures (identity)
- Local schools visit marae for history
- Weeds taking over
- Council support weed management plan
- 4. Destination**
- Only one playground - need another one
- Northland cycle challenge/music festivals not enough accommodation/eating places
- Motorcycle touring destination
- Art - Hokianga - music, film, book writing performance etc.
- Activities in wider area eg. kauri night time guided tour
- Air bnb - accommodation generates money for community
- Anything and everything needs a champion
- Was once a seasonal place for fishing
- Threat = potential of harbour
- Opportunity = tourism and identity
- Stories and Identity - māori history
- Okura
- Te Raupō (Papahurihia's settlement)
- Tahunahuru
- Tahere Pa (Ngati Awa) Watitiri (maunga)
- Jean Irvine "Green Rawene"
- Cultural footprints markers, stones and pou
- Free family fun
- Parking and access
- Use paper roads - linkages
- Sunrise and sunset spectacular



Legend: SWOT

	Strength	Weakness	Opportunity	Threat
Community	●	○	●	●
Visitor	●	○	●	●
Hikoi	▲	▲	▲	▲



Northland Townships

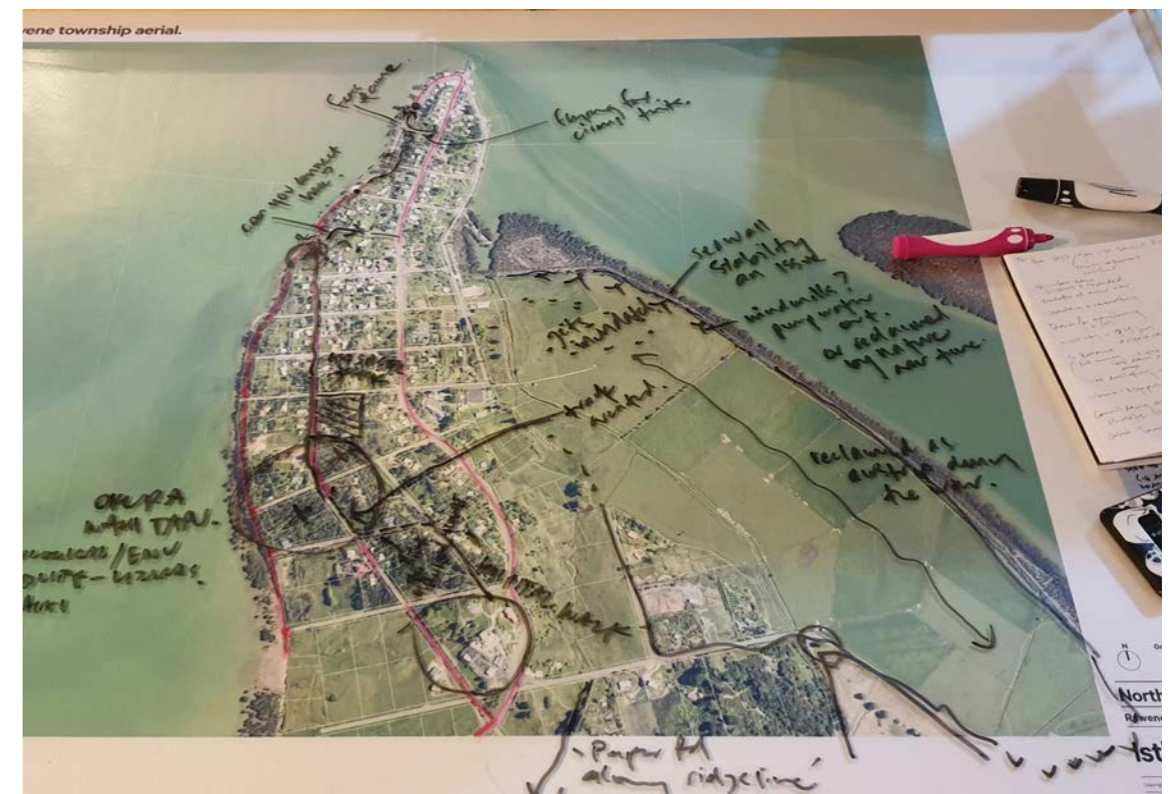
Rawene SWOT Map







# Workshop 2. Testing Key Concepts.

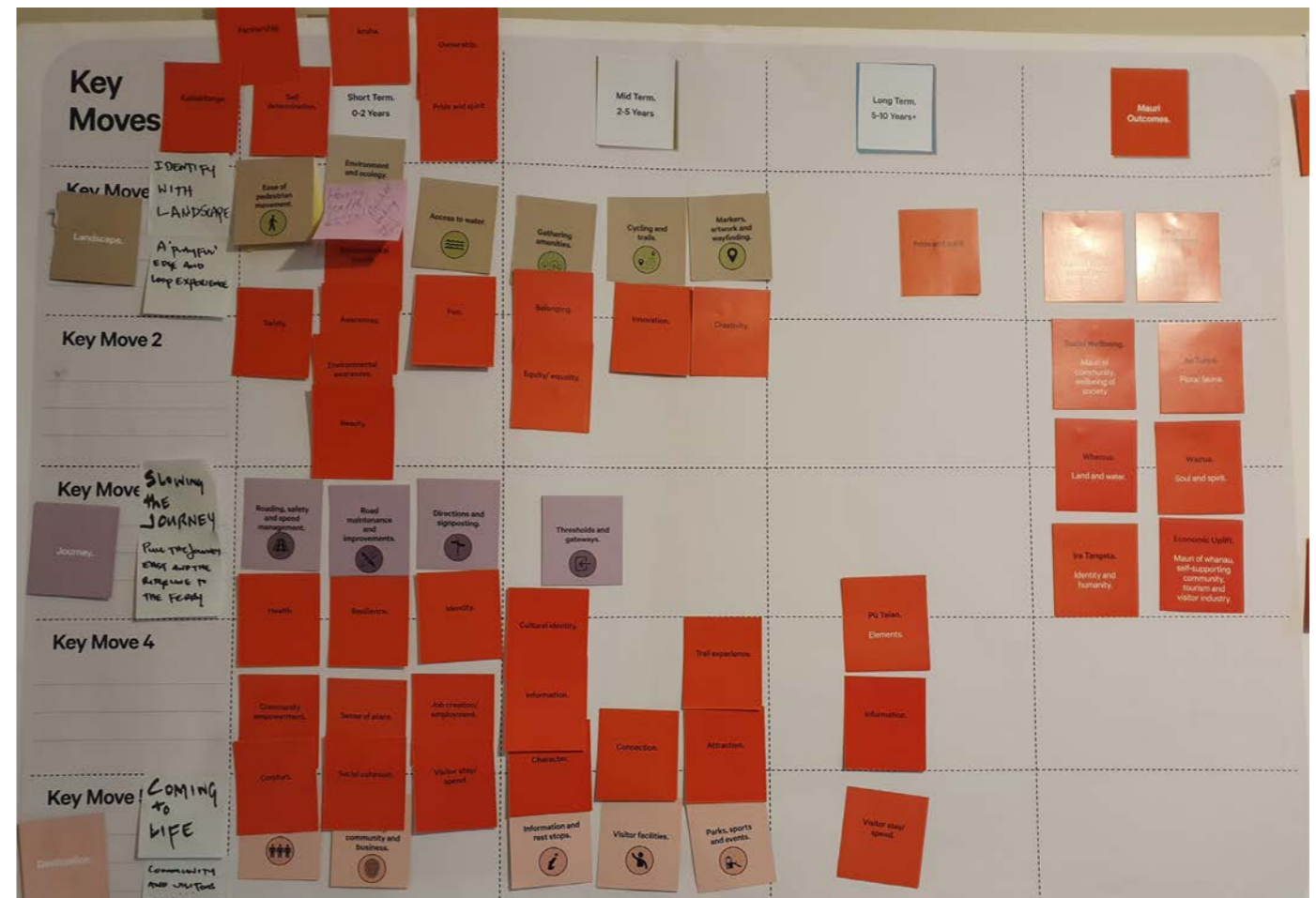








# Workshop 2. Filtering Outcomes and Prioritises.





**Isthmus.**