



PLACEMAKING

The Placemaking Programme & Plans

Update – Summary of Feedback

Hikurangi Business Association – Steering Group

7th September 2020

Overview

1. Background
2. Programme Process
3. Online Survey - Limitations
4. Questions Asked and Response Received
5. Community Feedback – Key themes and issues
6. Next Steps

Background :

Why do we need Placemaking Plans?

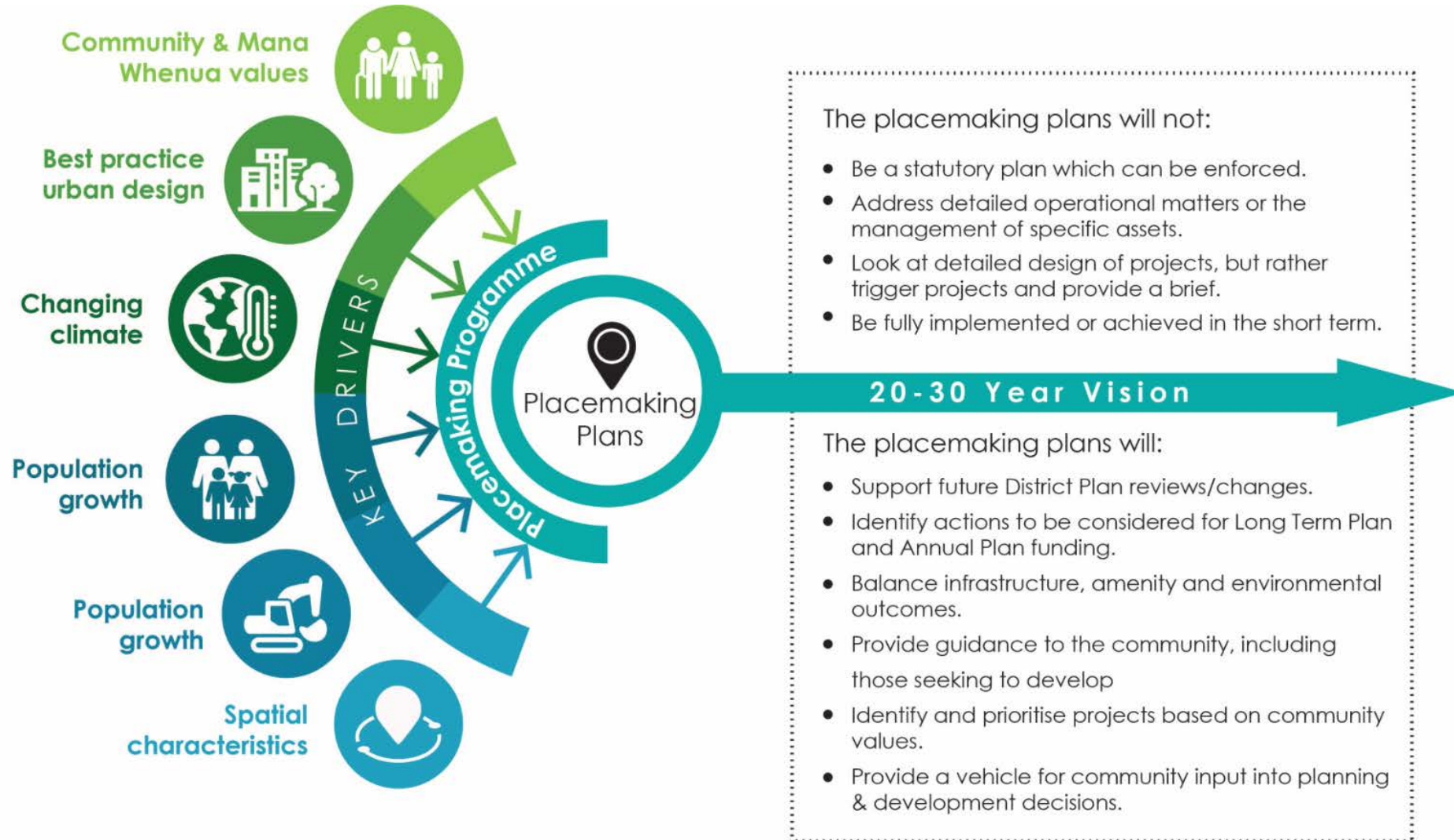


This gap has led to:

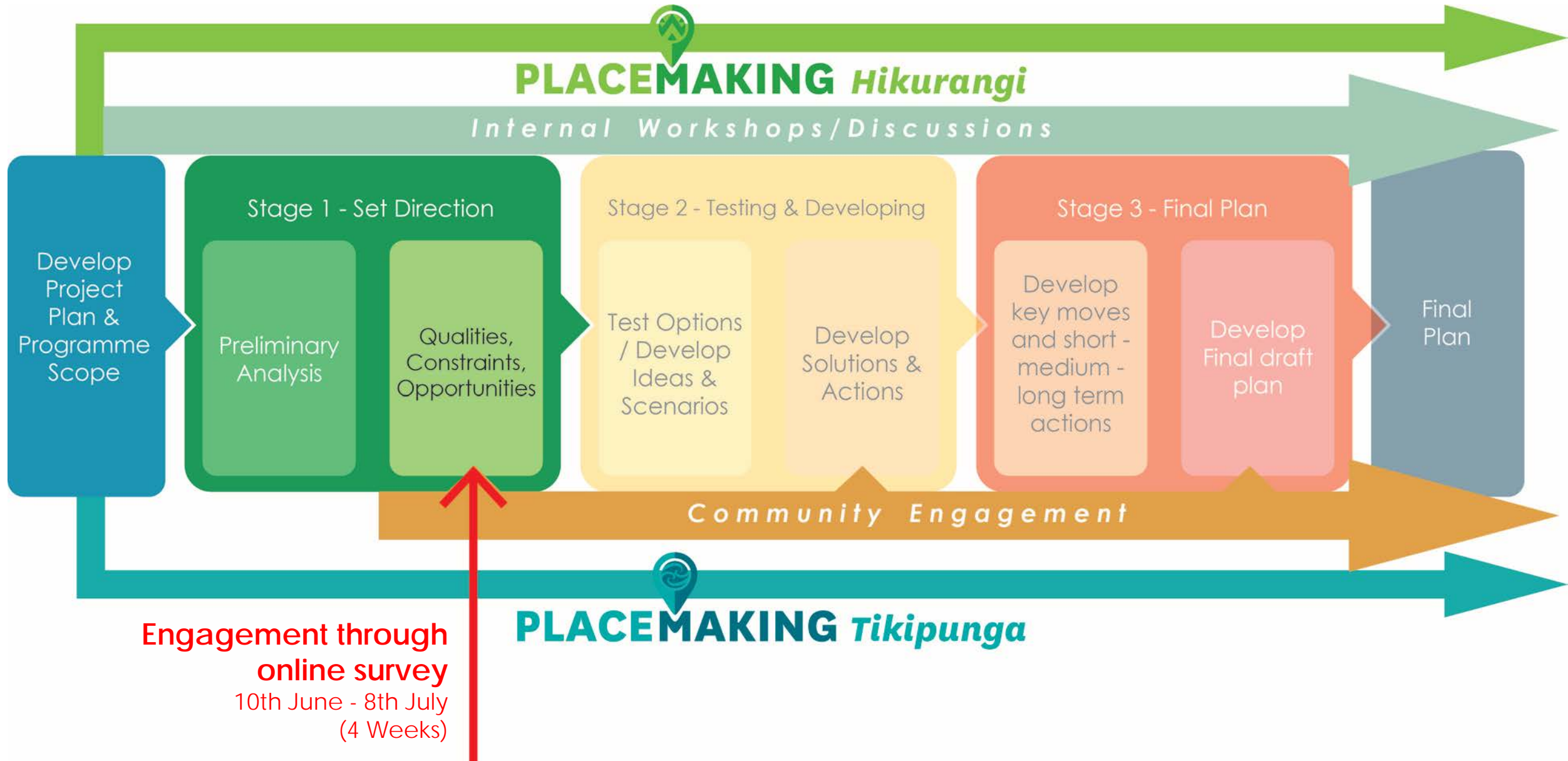
- Poor quality outcomes and lost opportunities for communities.
- A lack of a vision for how a specific community will develop.
- Fragmented and disconnected infrastructure.
- Low levels of amenity
- Communities who feel disconnected from key planning and development decisions.

Background :

What is a Placemaking Plan?



Programme Process



Online Survey

- Engagement with the community and external stakeholders is key to the success of these plans.
- The first round of community engagement was disrupted by the COVID-19 Level 4 Lockdown.



Online Survey

We wanted the online survey to focus on:

Better understanding the locations & the communities values

Educating people about the Placemaking Programme

Establishing community contacts

Acknowledge COVID-19

Online Survey Limitations

- As with many engagement tools there were limitations with the online survey and the ability to reach everyone within the community.
- As part of the online survey campaign we also included alternative methods for people to get in touch with us.
- As far as we know these alternatives received less of a response than our online campaign did.
- Face to face engagement is often the most beneficial and rewarding approach to engagement.



Questions Asked

1. With everything that has happened during the COVID-19 lockdown, and the time you have spent in your community, how have your feelings towards Hikurangi / Tikipunga changed?
2. What do you value and cherish in Hikurangi / Tikipunga?
3. What problems and issues do you face in Hikurangi / Tikipunga?
4. What are some of the changes you think will affect Hikurangi / Tikipunga in the future?

Our survey reached

40,000

viewed the survey

3,704
people

on Facebook

730
reactions,
comments &
shares

300
responses

to the survey

**Response
Received**



PLACEMAKING *Hikurangi*



Feedback : Key Themes

Connectivity

Greater choice, connectivity, accessibility and activity to, from and within Hikurangi.

Heritage & Character

Protection and enhancement of Hikurangi's unique built heritage, natural character, history and strong sense of community.

Destination

Enhance Hikurangi's profile as a visitor destination as well as a place to live, work and play.



Feedback : Key Issues

Beautification

Concerns about the rundown quality of streets, parks and buildings in Hikurangi, and how it creates a negative perception and leads to people feeling unsafe.

How can WDC address these:

- Increase the level of service in certain areas.
- Empower private land owners to improve the quality of their properties.
- Identify and prioritise projects which achieve good quality design, connectivity, activity, create safe and inviting spaces and celebrates Hikurangi's unique character and identity.



Feedback : Key Issues

Activities & Amenities

The community would like more diverse experiences and activities to enjoy as well as to attract visitors to Hikurangi. People feel there is not enough to do or see in Hikurangi, particularly for children, youth and older people.

How can WDC address this:

- Explore opportunities, such as strategic locations for future amenities for children, youth, and older people.
- Support connectivity, walkability and accessibility between key amenities in Hikurangi.
- Promote Hikurangi's unique character through design and assist in promoting Hikurangi as a destination.
- Work with council planners to ensure development and activities identified can be achieved within planning regulations.





Feedback : Key Issues

Active Transport

More choice when it comes to transport. Opportunities to increase walking and cycling options within the Hikurangi village. Concern about driver behaviour and speeding on certain streets and intersections. People also want to see a public transport link established between Hikurangi and Whangarei City.

How can WDC address this:

- Support connectivity, walkability and accessibility
- Explore and test opportunities to create a walking and cycling network within Hikurangi.
- Support good quality design and traffic calming outcomes in Hikurangi.
- Work with NTA and NRC to identify public transport opportunities in Hikurangi.



Feedback : Key Issues

Community Support

The people of Hikurangi value their community. They believe that more can be done to support community initiatives and volunteers in Hikurangi. Some also feel as though they have been neglected as a community.

How can the WDC address this:

- The Hikurangi Placemaking Plan will be a shared vision between the Community, Council and key stakeholders and will provide a vehicle for community input into planning and development decisions.
- A key tool for the community and council to feed into statutory processes, such as the District Plan, and be considered for Long Term Plan and annual plan funding.
- It will provide guidance to the community, including those seeking to develop.



Feedback : Key Issues

Growth & Development

The community see their potential for population growth. They would like to see more infrastructure and housing development to accommodate this potential. Many are concerned that growth will lead to a loss of community, unique character and heritage.

How can WDC address this:

- Identify opportunities for redevelopment, infill and greenfield development potential in Hikurangi to guide future development.
- Provide a level of certainty for infrastructure providers, communities and potential developers.
- Identify and prioritise projects and initiatives which celebrates Hikurangi's unique character and heritage.

Next Steps : Process



Next Steps : Survey Information

What are we doing with this information:

- Link back to future/existing council projects and strategies.
- Spatial analysis and mapping.
- Test ideas and concepts with internal staff to provide certainty around opportunities.
- Test ideas and concepts with key external stakeholders and community contacts.
- Begin structuring the plans



Next Steps : Further Engagement

Community:

- Will continue to hold discussions and keep key community groups updated. We will invite them to engage with us further.
- Within the second round of engagement we hope to establish more interactive and workshop based connections.
- Within our process we aim to be flexible, adaptable and creative to ensure we gain the best possible outcomes for the communities we are working with, while continuing to progress with the Placemaking Programme.

