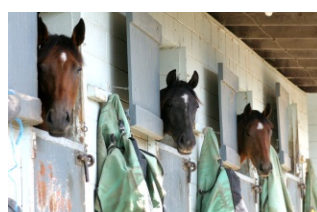


# Town Strategies 2013–2033

Morrinsville • Matamata • Te Aroha



October 2013



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Morrinsville



Matamata

## Executive Summary

In September 2009 the Council adopted the Matamata-Piako District Growth Strategy. The growth strategy covers the long-term development of our District as a whole. It requires us to manage the District's urban growth by directing future development predominantly to our main towns, while limiting expansion of the smaller rural villages.

The town strategies give further consideration to the urban component of the District's growth strategy. They will guide the planning and future development of the three main towns in the Matamata-Piako District: Morrinsville, Matamata, and Te Aroha.

The strategies are long-term (twenty-year plus) town plans. They provide a spatial framework for the development of each town in terms of the preferred location of future land-uses, and the integration of the land-uses with transport and other infrastructure.

The town strategies are the first step towards a review of the District Plan provisions for our three urban centres. The public has been consulted on the development options for each town before the strategies finalised. The next step will be to embed the strategy for each town by reviewing the District Plan's urban provisions.

This report provides a description of the potential urban growth, changes in the demographics of our population, the development opportunities and constraints facing our towns, our options, and ultimately a strategy for each town.

Included in the report is a summary of supporting documents and consultation outcomes that informed the planning process. These documents are listed at the end of the report.

The report is structured in five sections. The first section provides an overview of the District's projected population growth, the rationale for the town strategies project, and the methodology that was used to prepare the strategies. The next three sections describe the individual strategies for each of the three towns. The final section summarises the findings made, and the conclusions reached.



Te Aroha

The strategy for each town considers two questions: whether there is enough zoned land available to meet the future urban needs; and whether the zoned land is located in the right place to ensure that the future land uses will be integrated with the town's transport and other infrastructure.

The study found that, overall: there is a surplus of land zoned for urban uses in all three towns. In some instances, changes are required in the proportion of land set aside for residential, business, and industrial land uses. The strategies include separate provision for four types of residential development: low-density, medium-density, rural-residential, and lifestyle living. Changes in the placement of future development, compared to the existing zoning, are also proposed.

The conclusion reached is that the urban footprint of all three towns can be made smaller compared to current urban zoning, and that the footprint needs to shift slightly, to ensure the integrated development of our towns into the future.

The town strategies do not make changes to the current zoning of land under the Operative District Plan. Potential zone changes will only be considered after the implication of the town strategies have been analysed. Any resulting changes to the District Plan will undergo a formal plan change process under the Resource Management Act 1991 which will again be subject to public consultation.

# **Town Strategies 2013–2033**

Morrinsville • Matamata • Te Aroha

## **Overview**



## Matamata Piako District



# 1 Introduction

The Matamata-Piako District Plan became operative on 25 July 2005. Section 79(1) of the Resource Management Act 1991 (RMA) determines that the Council must commence a review of each provision in its District Plan that has not been the subject of a change or review in the past ten years.

To comply with this statutory requirement within the District's financial and resource constraints, the Council has opted to undertake a rolling review of sections of its District Plan, on a priority basis.

Thus far, the Council has introduced new infrastructure provisions into the District Plan, undertaken a review of the Rural Subdivision section, and commenced a review of the Transportation and Works and Network Utilities sections of the Plan.

Since the now Operative Plan was first notified in 1996, planning for the future development of the District's urban areas has not been reviewed. Our three main towns have shown population growth, land use change, and a change in demographics towards an ageing population. In addition, the Waikato Regional Policy Statement (RPS) is being reviewed, directing that district plans ensure the integration of land use with transport and other infrastructure.

We have a statutory obligation under the RMA and RPS to ensure sustainable, integrated urban development. To meet our obligation, the next priority for the Council is to review the District Plan's urban development provisions.

Before this can occur, we need to determine the overall strategy that will best guide the long-term development of our three main towns: Morrinsville, Matamata, and Te Aroha. The preparation of these long-term development frameworks is the focus of the town strategies project summarised in this report.

The frameworks will provide the Council with direction on managing the future growth of our urban areas by illustrating the indicative nature and location of development in years to come. Ultimately, it is envisaged that these frameworks will guide and inform the review of the District Plan's zoning and related provisions for our three main towns.

## MATAMATA



## MORRINSVILLE



## TE AROHA



The objectives of the town strategies are therefore to ensure that:

- the development of our three main urban areas and the staging of that development, are well planned;
- future planning of our urban areas responds well to the changing demographics of our urban community and the needs of our ageing population;
- long-term demand for zoned land is anticipated;
- the demand for new and expanded infrastructure, and the investment required to meet that demand, are anticipated;
- the relationship between land-use and transport is recognised and our road network is well planned and well connected;
- land use, infrastructure, and transport are integrated; and:
- our towns are designed in a manner that reflects the community's aspirations, and supports and enhances their unique characteristics and "sense of place".

This report is structured in five sections. This section gives an overview of the District's population, and the methodology used in the preparation of the town strategies. The following three sections deal with the strategy for each of the three towns – Morrinsville, Matamata, and Te Aroha – individually. Each of the strategies considers two questions: whether there is sufficient land zoned for urban uses to meet the town's future demand, and where the future expansion should be placed to ensure integrated development. The final section of the report summarises the finding made, and the conclusions reached.

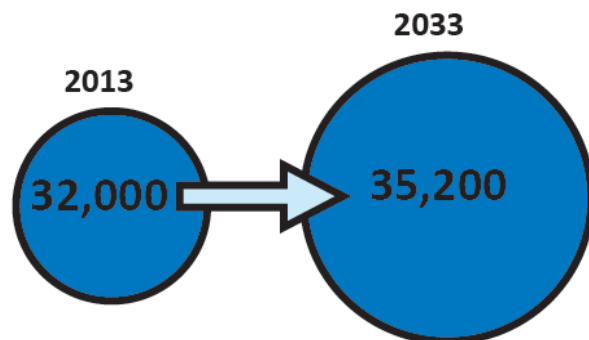
The recommendations in the report are provisional ideas that we are putting out to the public for feedback. The town strategies will only be finalised after the Council has considered the public's views.

The report is concerned with determining the overall development frameworks for our urban areas. It does not recommend changes to the current zoning of land under the Operative District Plan. Potential zone changes will be considered through a separate plan change process, after the town strategies have been finalised and adopted by Council.

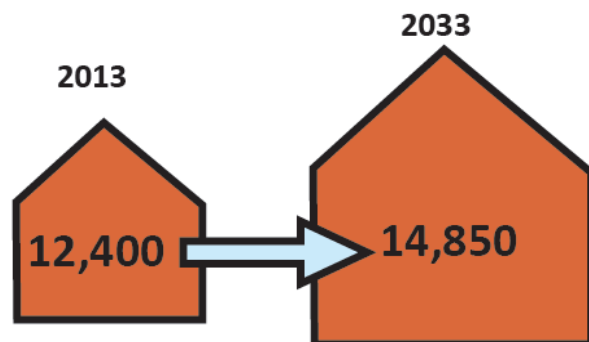
The development frameworks are broad-brush concepts to integrate land use with infrastructure. They do not cover urban design issues at the detailed scale. These issues will be addressed through the preparation of structure plans, once the areas earmarked for development have been decided.



## POPULATION



## HOUSEHOLDS



## 2 District Demographics

The current population of the District is estimated to be around 32,085 persons. Approximately 17,935 people currently live in our three main towns of Matamata, Morrinsville and Te Aroha, while the remaining 14,150 live in the rural area. The District's population is estimated to comprise approximately 12,395 households, of which 7,517 are located within the three main towns, while 4,879 live in the rural areas.

The population of the District is expected to grow by around 0.5% per year over the next 20 years, to about 35,200 persons and 14,850 households by 2033. The growth will predominantly take place in the urban areas, with little change in the number of rural residents. The population growth of each of the towns is discussed in the next sections of the report.

While the population growth will be moderate, more significant changes in the demographic composition is expected to occur, such as the ageing of our population and a decrease in household size (i.e. the average number of people per household). For instance, it is estimated that the proportion of our population older than 50 years will increase from 35% to 45% by the year 2033. Average household size is expected to decrease from 2.59 persons to 2.38 by the year 2033.

With this in mind, we need to plan not only for the growth of our towns, but also for the changing needs of our ageing community. Particular consideration needs to be given to:

- housing preference (location, lot size, density, intensity, security, and privacy);
- modes of transport (public versus private);
- recreational needs (passive versus active);
- infrastructure (such as footpaths capable of accommodating personal mobility vehicles, safe pedestrian crossings, provision for disabled parking, etc.); and
- easy access to essential services and health care.

The town strategies discussed in this report give consideration to the implications of these changing needs on land use planning at the broad scale. Other more detailed implications such as street and open space design to accommodate mobility access will need to be considered through subsequent structure plan processes.





Making silage - Matamata



Fonterra factory in Morrinsville

### 3 Land Budgets

The starting point for preparing the town strategies was to calculate the amount of land needed to accommodate future urban growth. The next three sections of this report discuss these land budgets for each of the three towns.

The land budgets consider the current supply of zoned land, compared to the projected demand, for each of the towns.

The demand for residential land was based on the projected increase in households. The analysis included assumptions regarding development densities, and the proportion of the demand that can be accommodated by intensification within existing built-up areas (known as “brownfields” development) as opposed to new subdivision (“greenfields” development).

The demand for non-residential land was based on analysis of the actual historical business and industrial development in each of the towns.

The land budgets include an allowance of additional land, referred to as a land “buffer”, to balance the supply of zoned land with actual developable land. The purpose of the buffer is to provide more land than indicated by the actual demand, as not all land owners will necessarily want to subdivide their land at the time it is needed.

The land budgets considered:

- Residential growth as a whole – including low-density, medium-density, and rural-residential development;
- Overall business development (comprising retail, offices, and service industry);
- Industrial development (including light industry, heavy industry, and warehousing); and
- Land set aside for community facilities through designations and as reserves.

Open space provision was analysed through a separate (but closely related) Open Space Strategy.

The findings made with regard to the adequacy of land currently zoned for urban land uses, compared to the projected demand, are summarised in the last section of this report.



Wastewater treatment plant – Te Aroha



Stanley Avenue School – Te Aroha

## 4 Infrastructure

The town strategies considered the effects of the anticipated urban development, on infrastructure and transportation networks. These effects are summarised for each town, in the next three sections of this report.

The population projections indicate that there will be an increase in demand for water, stormwater and wastewater services across all three towns. As assessment was made of the expected increase in demand, compared to the available capacity of the water, stormwater, and wastewater headworks infrastructure (e.g. water reservoirs, stormwater outlets, and wastewater treatment plants). In respect of water and wastewater a number of projects are currently underway to ensure there is sufficient capacity in the bulk infrastructure works to accommodate the projected growth in population. The capacity of the stormwater networks in all three towns is constrained, and the constraints are managed by requiring on-site stormwater detention.

In addition, maps of each of the three towns showing areas considered most suitable/not suitable for intensification and for new development, based on the capacity/constraints in the networks, are included in the town-specific sections of this report.

## 5 Transportation

Assessments of the existing and future transportation needs, opportunities, and constraints were undertaken.

Given our rural location, the availability of public transport is limited and the assessments thus focussed on private transport, while the role of active transport modes such as walking and cycling is acknowledged and supported, as is the need to provide for personal mobility transport for the aged and infirm.

The studies considered the likely increase in traffic volumes, effects on the road network, ways to ingrate future development with transport, the need for bypass roads around our towns, and the adequacy of town centre parking. The outcome of the assessment for each town is discussed in the next sections of the report.

## 6 Urban Design



The town strategies discussed in the rest of this report were, in many ways, guided by the application of the principles of urban design and the RPS's "Section 6A Development Principles". At the district-wide scale, the town strategies were informed by the need to limit the footprint of our towns so that the District's farm land can be preserved for productive use. At the town-wide scale, urban design principles underlie the recommendations for development that is compact, well-connected, and environmentally responsive (i.e. that is informed by, and responds to, the natural environment).

Urban design principles have also informed the recommendation for more diversity in the residential environment by providing for low-density, medium-density, rural-residential, and lifestyle living options within the town strategies.

The medium-density area is intended to provide for development at a slightly higher density to accommodate different housing types such as retirement cottages, group or cluster housing, and row houses.

The proposed establishment of two distinctive rural-residential options will provide for two very different environments:

- Rural-residential areas that can eventually be subdivided for residential living so as to allow our towns to grow through intensification rather than sprawl, and:
- Lifestyle living areas where subdivision will be precluded to protect the areas' rural-residential amenity for the long-term, in line with the aspirations of those who want assurance that the character of the areas in which they chose to live will not be eroded over time, through infill subdivision.

The next three sections of the report include tables that discuss how urban design principles were incorporated into the recommended strategy for each town.

Urban design also applies to the more detailed scale of development where it is concerned with the interface between buildings and spaces, ways to enhance the unique character of each town, to foster pride in our environment, and to ensure that our towns are safe. This level of detail goes beyond the scope of the town strategies and will need to be considered through structure planning processes once the town strategies have confirmed which areas are to be allocated for future development.



## 7 Development Options

In order to prepare development options for the three towns, the steps outlined below were followed:

- The opportunities and constraints presented by the natural environment within which each of the towns is located, were considered and mapped. These included areas subject to flooding, steep slopes, and the presence of high quality soils.
- The physical opportunities and constraints were considered and mapped, including proximity and access to the town centres, schools, parks, and other community infrastructure, areas capable of being serviced, and limitations on the provision of services, opportunities for road access and access constraints, and the potential for creating continuous pedestrian paths/cycle ways.
- We had regard to the heritage features of our towns, and ways in which the heritage and unique qualities could be capitalised on, and the towns' character enhanced through future development.
- We referred to the amount of additional land required as determined through the land budgets.

Next, we evaluated the alternative development options for each town with reference to:

- The application of urban design principles, such as a compact town form with a defined urban edge, well-connected development that supports active transport modes such as cycling and walking, making provision for local employment opportunities, and providing for a diversity of housing options to suit all segments of the community as well as the anticipated changes in the demographic composition of our population.
- Feedback and submissions received from residents and other stake-holders during consultation.

In the final instance, we selected a development strategy for each of our towns, based on the outcome of the evaluation of the available options.

The development options that we considered, the evaluation of the options that we undertook, and the strategy for each town are set out in the subsequent three town-specific sections of this report.

The District Plan review will consider the strategy for each of the three towns in more detail and will enable consistency with the RPS's "Section 6A Development Principles" to be verified at a more detailed scale.



CBD Morrinsville



CBD Matamata



CBD Te Aroha

## 8 Consultation

The following consultation has been undertaken on the town strategies:

- **Community awareness:** Community awareness was created through advertisements in the *Piako Post* and *Scene*, prior to scheduling an open-day in each of the three towns.
- **Maori engagement:** All local iwi groups were advised of the project and their comments invited. An outline of the scope, outcomes and objectives of the project was presented to the Te Manawhenua Forum Mo Matamata-Piako. The Forum encouraged us to consider Maori urban design principles in the preparation of the strategies. We reviewed these principles and have included them in our proposals.
- **Public open-day:** An open-day was held in each of the three towns where concepts for future development were displayed, with staff and Councillors available to provide commentary, offering opportunities for participants to provide written or verbal feedback and comments.
- **Submissions:** Council heard and considered submissions from members of the community and representatives of local iwi, sport clubs, and businesses.

Written comments were also provided by the Waikato Regional Council, New Zealand Transport Agency, and the New Zealand Historic Places Trust.





*We should emphasise the benefits of our town for young families, such as bringing up children in a small town, with 'old fashioned' values and qualities, while still being close to jobs and entertainment opportunities in the nearby cities.*

*We need to provide enough land for industry and businesses in suitable locations, so that incompatible land uses do not establish next to one-another.*

*We see our town as the "spa town". We must protect and enhance the historic character of the town. We should build on its tourist potential, but not lose its small town charm. We must be recognised for our town's "warm and friendly" atmosphere.*

*We need to encourage people to come and live in our town, which has affordable housing, beautiful surroundings, and friendly people.*

**Te Aroha**

*The character of our town should be hobbit-themed, a rural support town, and a commuter town for Hamilton and Tauranga.*

*We should be big enough to provide shops and services, but small enough to embrace community involvement.*

*We need to ensure that our town is more "user-friendly" for our older population.*

**Matamata**

*There is a need for affordable housing in our town.*

*Parking is an issue, more parking should be provided in the right areas.*

*Our town is an industrial, rural support town, which has potential to develop into a satellite town for Hamilton.*

*We need a retirement village. This will allow older folk to remain close to friends, family and interests.*

*Our well-maintained parks and reserves will provide an incentive for families to live in our town.*

**Morrinsville**

