matamata piako district council

Town Strategies 2013–2033

Morrinsville • Matamata • Te Aroha






October 2013

Contents

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 council

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:

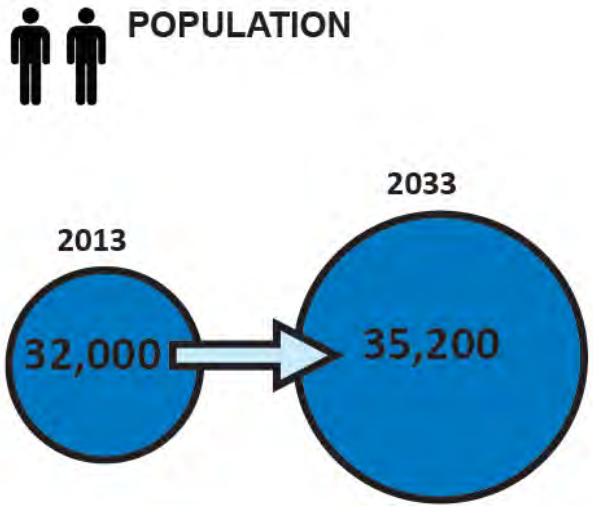
- the development of our three main urban areas and the staging of that development, are well planned;
- future planning of our urban areas responds well to the changing demographics of our urban community and the needs of our ageing population;
- long-term demand for zoned land is anticipated;
- the 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".

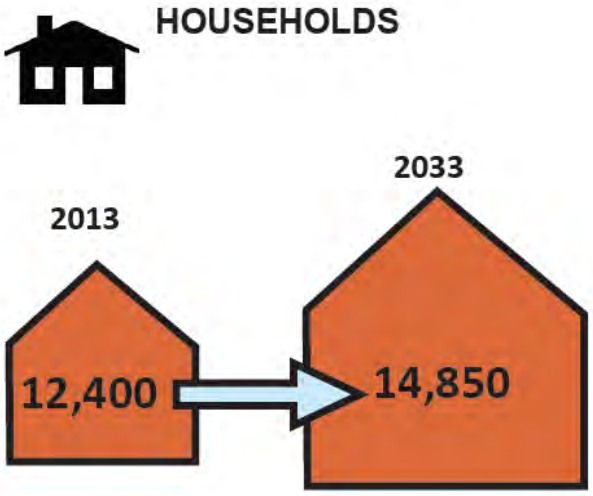
This report is structured in five sections. This section gives an overview of the District's population, and the methodology used in the preparation of the town strategies. The following three sections deal with the strategy for each of the three towns – Morrinsville, Matamata, and Te Aroha – individually. 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.





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.

3 Land Budgets

Making silage - Matamata

Fonterra factory in Morrinsville

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

CBD Morrinsville

CBD Matamata

CBD Te Aroha

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.

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

matamata piako district council

Town Strategies 2013–2033

Morrinsville






"We want Morrinsville to be a community that is free of discrimination and poverty, and that supports one another at times of need. We see public art as being important now and in the future. Entrances will show off our town and its heritage buildings will be improved."

(Morrinsville Community Outcomes 2010)

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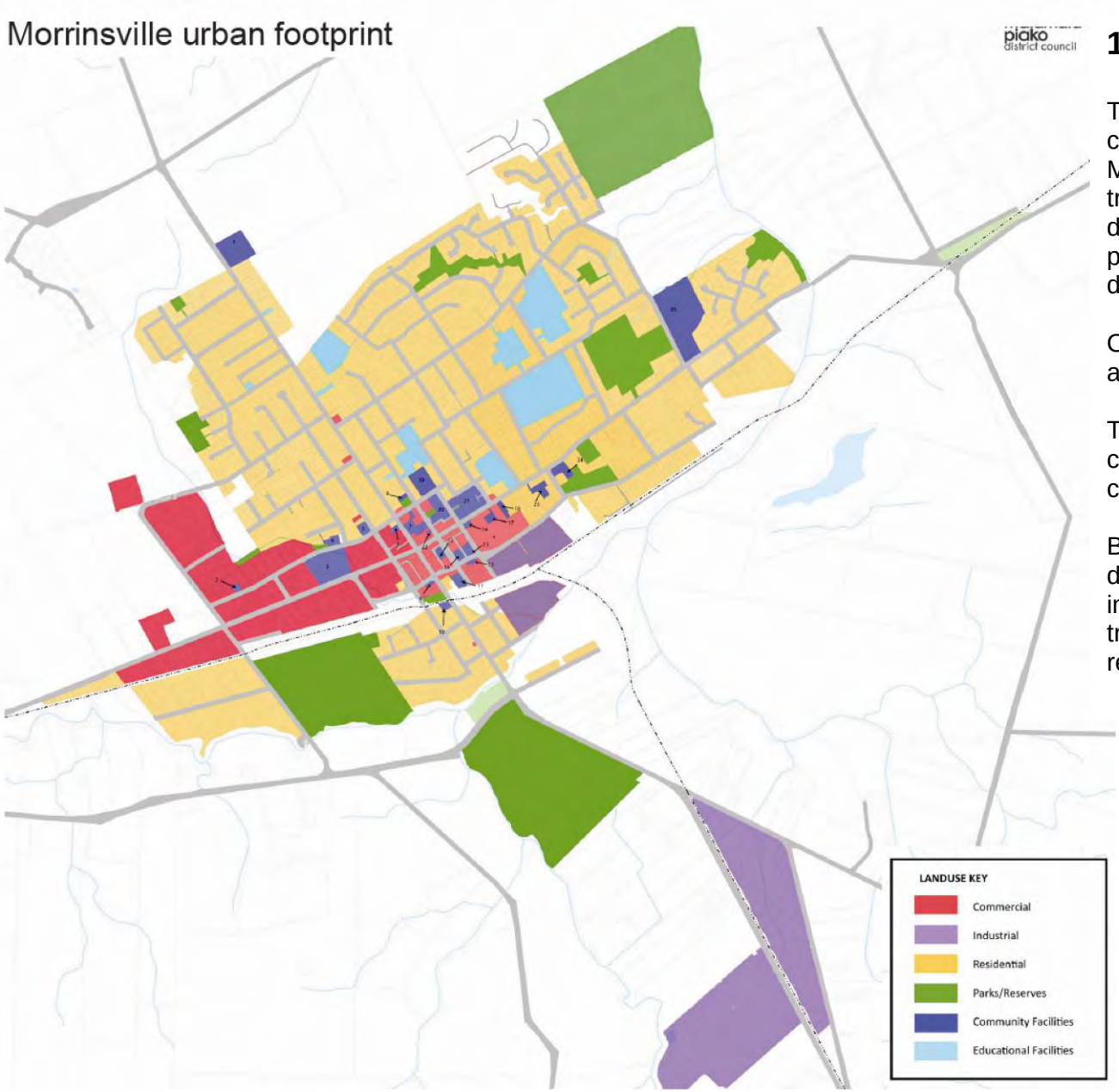


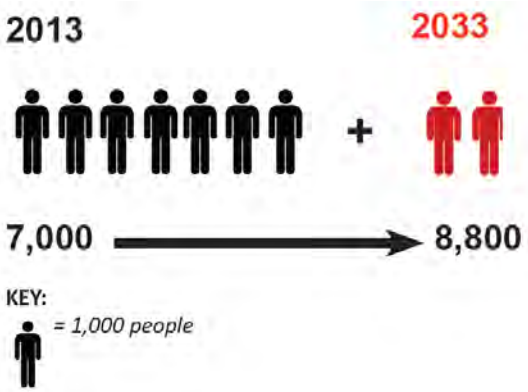
1 Introduction

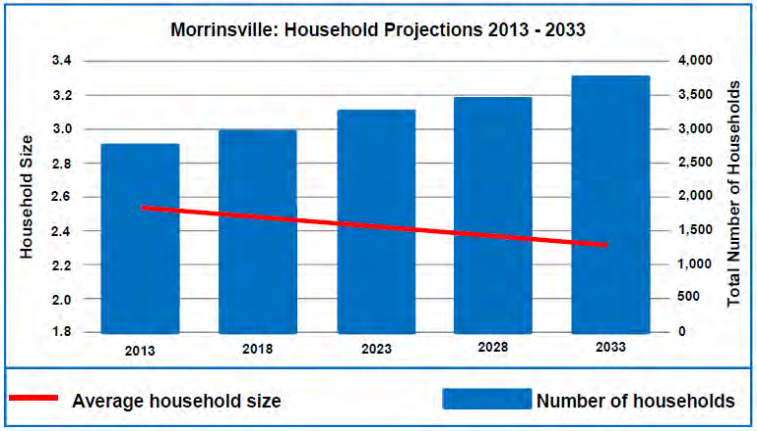
This Section looks at the projected growth and changes in the demographic composition of Morrinsville's population, its land budget, and transport and infrastructure networks. It also discusses the application of urban design principles to guide the town's future development.

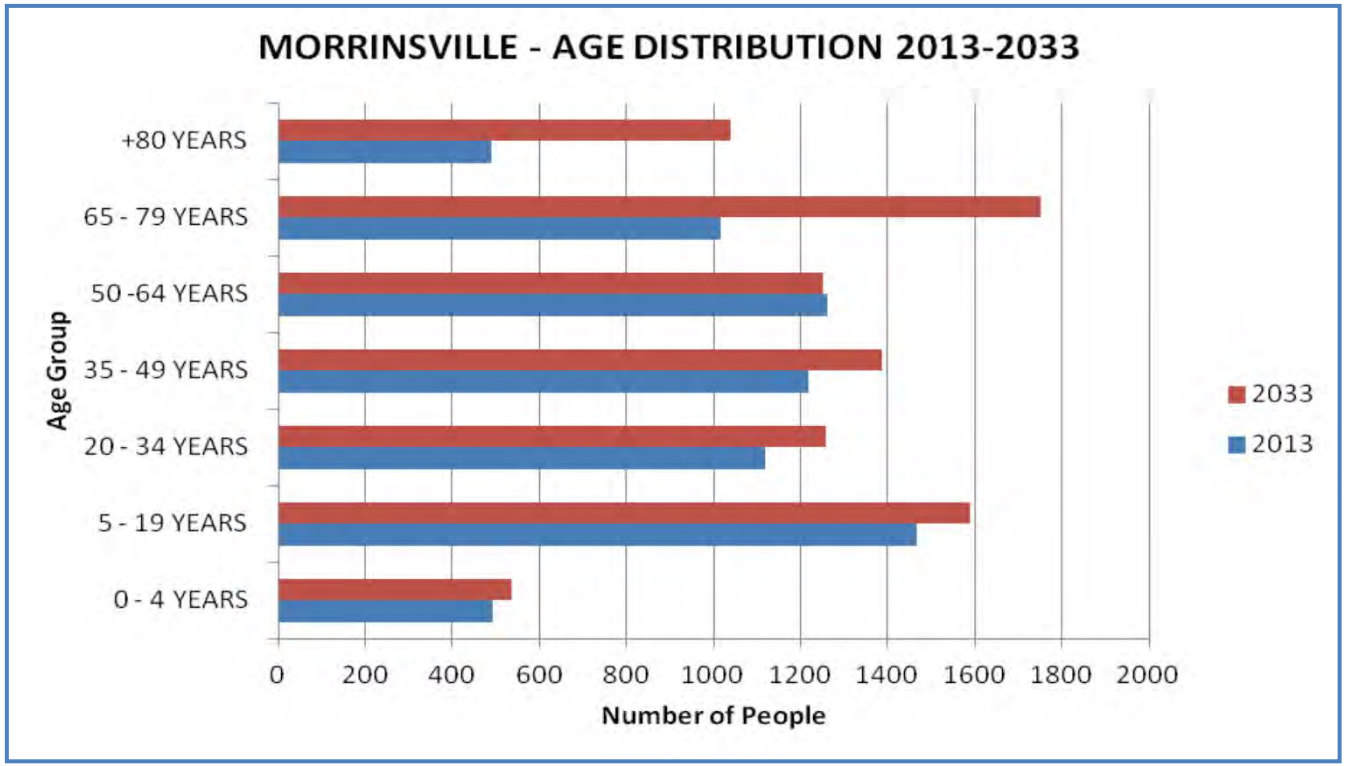
Opportunities and constraints are identified, and alternative development options are outlined.

The options are evaluated, taking into consideration the opportunities and constraints, consultation, and urban design criteria.

Based on the evaluation a preferred development strategy that ensures the integration of the town's future land uses with its transport and other infrastructure networks, is recommended.







2 Demographics

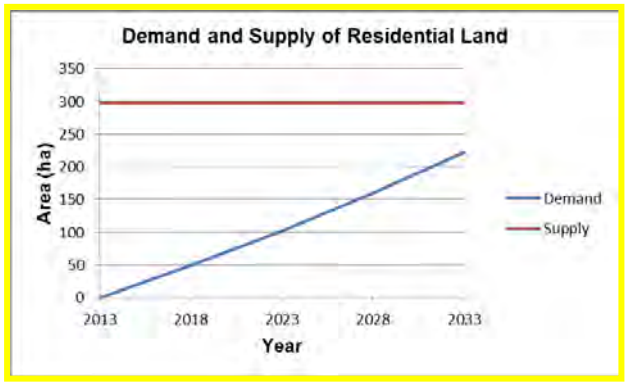
Morrinsville is the largest of the three towns with a current (2013) population of around 7,066 people, representing 2,782 households. The population of the town is estimated to increase by about 80 – 100 persons per year, to a total of 8,817 by the year 2033. The number of households is also predicted to increase by approximately 40 – 55 per year to 3,768 in 2033. The blue bars in the chart at the top of the page show the increase in number of households for five-year intervals during the twenty-year planning horizon. With ageing of the population, the household size is estimated to steadily decrease from 2.54 persons per household (2013) to 2.34 persons by 2033. The decrease in household size is shown by the red line that cuts across the blue bars in the same chart.

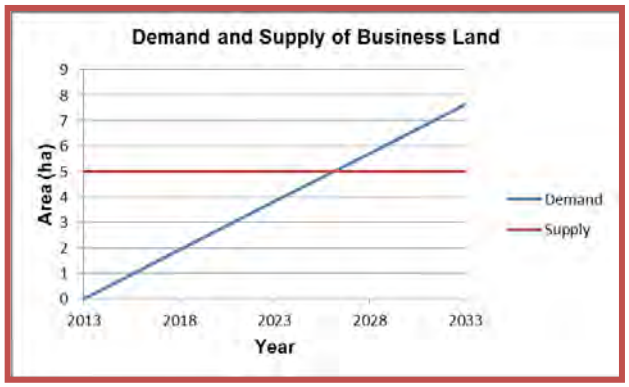
While the town's population is projected to show only moderate growth, more significant changes in the demographic composition are expected to occur. In line with global and national trends, growth will be characterised by an ageing population. The adjacent chart at the bottom of the page shows the current (2013) and predicted (2033) age distribution of Morrinsville's population. The majority of the increase in population will occur in the population groups older than 65 years, with the population in the younger age groups remaining relatively stable.

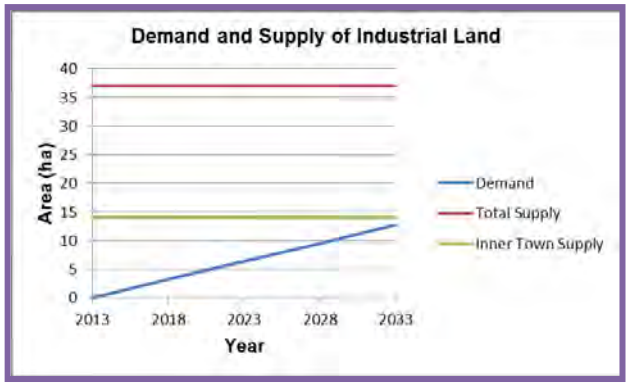
Total developed: 307 ha
Total zoned and vacant: 298 ha
Additional land required by 2033: 222 ha
Surplus of zoned land: 76 ha

Total developed: 54 ha
Total zoned and vacant: 5 ha
Additional land required by 2033: 8 ha
Shortfall in zoned land: 3 ha

Total developed: 53 ha
Total zoned and vacant: 37 ha
Additional land required by 2033: 13 ha
Surplus of zoned land: 24 ha







3 Land Budgets

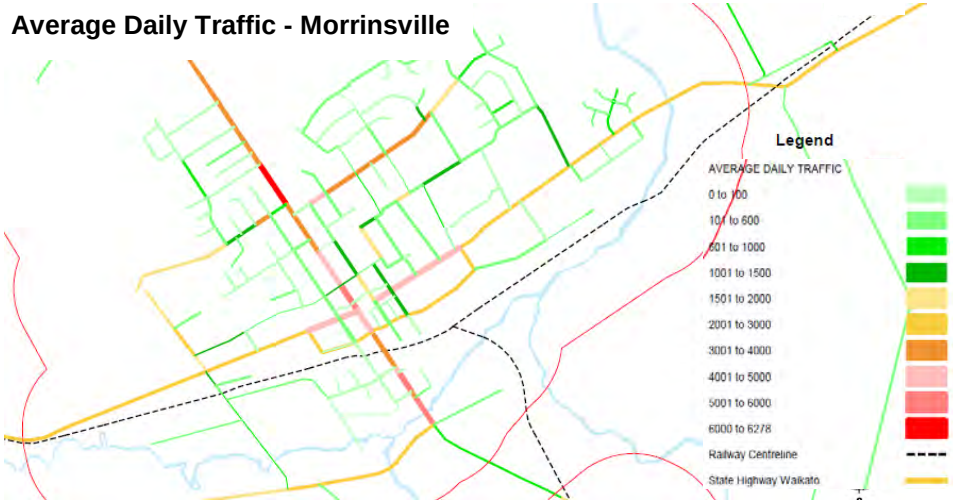
Residential
There is a supply of 298 ha of vacant Residential and Rural-Residential zoned land in Morrinsville (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 222 ha of residential land by 2033 (the blue line in the adjacent graph). Therefore, there is a surplus of 76 ha of land zoned for residential purposes.

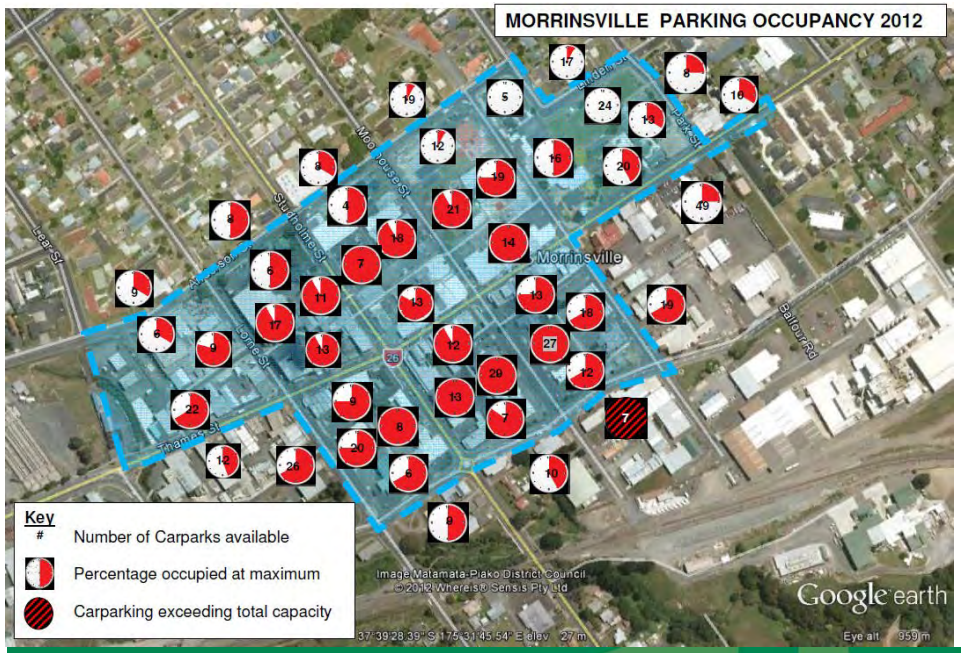
Business
There is a supply of 5 ha of vacant Business zoned land in Morrinsville (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 8 ha of business land by 2033 (the blue line in the adjacent graph). Therefore, there is a shortfall of 3 ha of land zoned for business purposes, with more land likely to be required prior to 2028.

Industrial
There is a total supply of 37 ha of vacant Industrial zoned land in Morrinsville (red line in the adjacent graph). Of the total supply, 13 ha is located within the town (green line in the graph) with the remainder in the Bolton Rd area south of town. It is estimated that there will be a demand for 13 ha of industrial land by 2033 (blue line). Therefore, there is a surplus of 24 ha of land zoned for industrial purposes. However, if most of the demand is for land in town, then the supply will start to run out by 2033.

4 Transportation

Average Daily Traffic - Morrinsville





Road network

The town strategy must recognise the significance of State Highway 26 and Morrinsville-Tahuna Road as the highest order roads, by avoiding development that uses these main through-corridors for local traffic functions and by limiting the number of vehicle entrances.

Little change in the inter-regional traffic flows through the town is expected. Consequently, a dedicated urban bypass around Morrinsville will not be warranted during the planning horizon. However, alternative links to the west and east, from Morrinsville-Tahuna Road, should be identified.

The town's road network carries relatively low traffic volumes and little change is predicted. The busiest routes (3,000 – 6,000 vehicles per day) are State Highway 26, sections of Thames St, Studholme St and Coronation Rd, shown in red, pink, and orange in the side-bar to the left. Assessment of the road network has not indicated a need to exclude parts of the town from consideration for future development or intensification.

Town centre parking

There are approximately 760 public parking spaces in the town centre. The location of these spaces is shown in the map to the left, with the red circles indicating peak occupancy. Parking spaces nearest to the retail "core" have a high rate of occupancy. Overall, parking has not reached critical levels as, even during peak times, car parking will usually be available within a short walking distance from the retail "core".

No significant increase in parking demand in the town centre is predicted during the planning horizon and the provision of additional public parking is not envisaged. Should parking become increasingly constrained, the issue can be addressed through demand management options such as enforcement of time limits or charging for parking in the retail "core".

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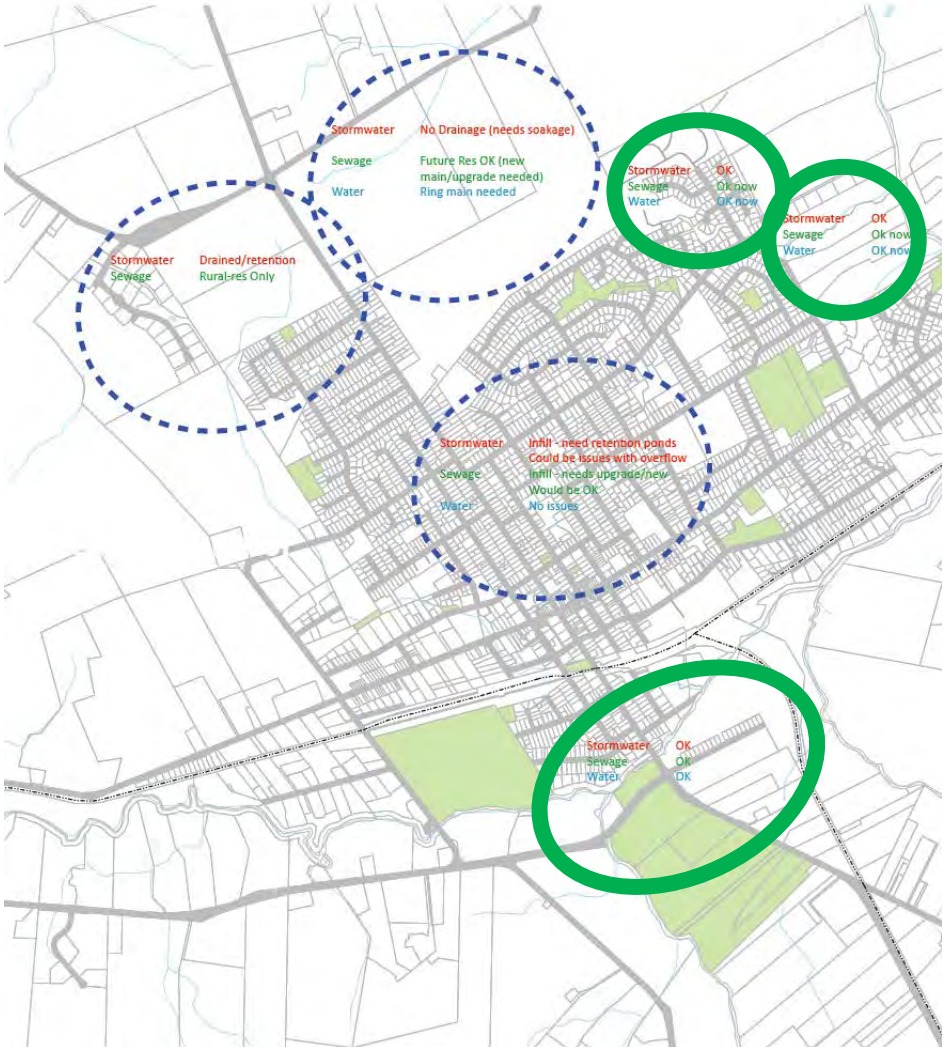
5 Infrastructure



Water

The current average daily water demand, including industrial use, equates to approximately 746 litres/head/day, or 5,272 m^3/day, with peak usage/day at 7,400 m^3. The projected growth of Morrinsville will increase the average daily demand to 6,000 m^3/day, peaking at 8,400 m^3/day.

The consented water-take limit of 12,000 m^3 per day from the Topehahae Stream is adequate to meet future demand. However the capacity of the water treatment plant and gravity trunk main is limited. Additional treatment and storage capacity may be required towards the end of the planning horizon.

Sewer

The town's average daily discharge of wastewater is 5,200 m^3/day (740 litres/head/day), with peak flows in the order of 17,000 m^3 during wet weather. The projected growth will discharge an additional 350 m^3 of wastewater per day.

A new treatment plant with a capacity of 12,500 m^3 per day with additional storage capacity to treat peak flows during subsequent days is currently being constructed and will be adequate to meet the town's future needs. However, the trunk sewer main between Lorne Street and the treatment plant is predicted to require replacement by the end of the planning horizon.

Stormwater

The capacity of the town's reticulated stormwater system is constrained. Increases in stormwater as a result of the predicted development will need to be detained on-site.

The areas around Morrinsville golf course and Eynon Road, indicated by the green circles on the map in the side-bar, are considered most suitable for future development, as far as provision of reticulated infrastructure is concerned.

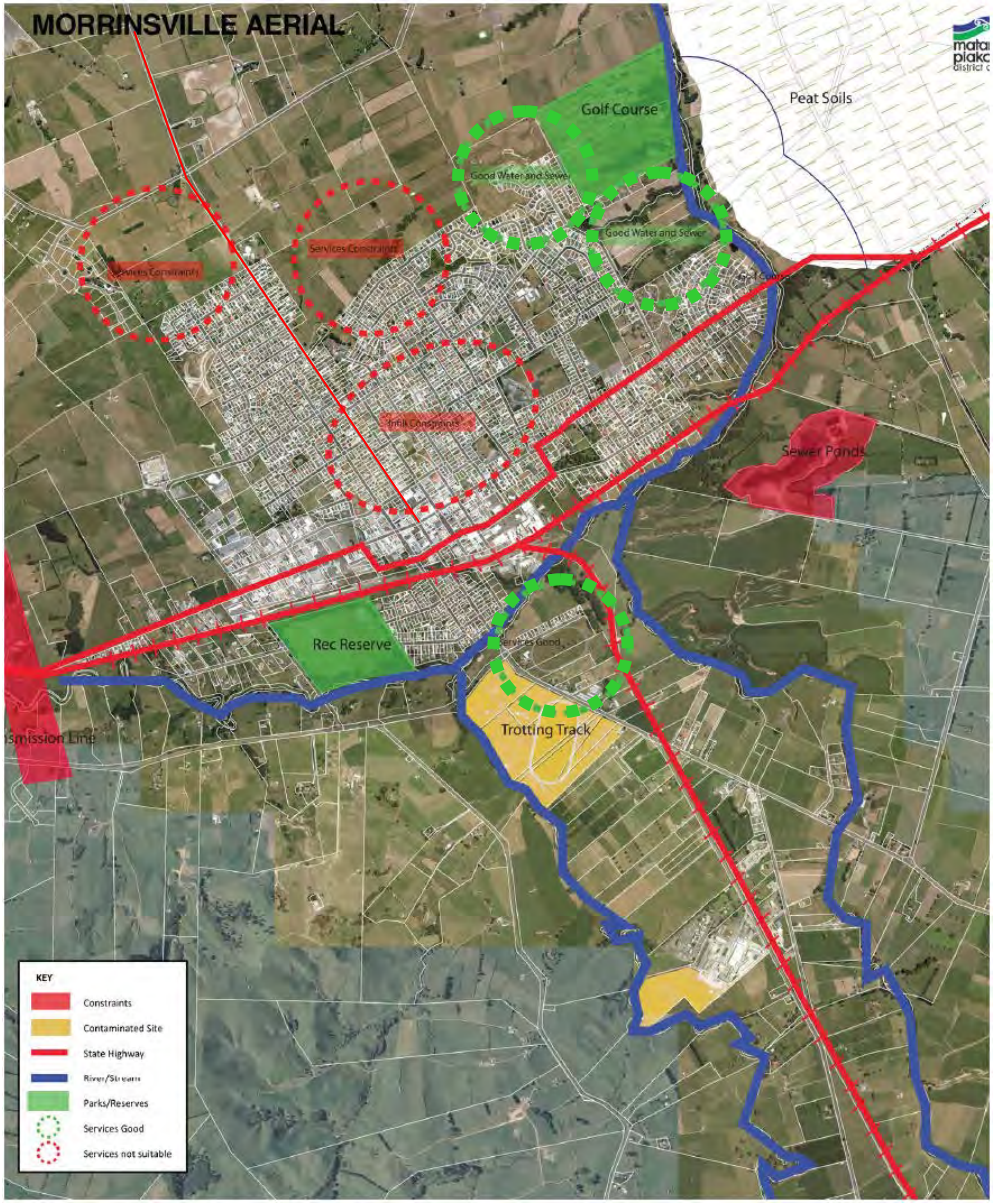
6 Urban Design

The table below summarises key urban design principles and objectives and their application in the preparation of Morrinsville's town strategy:

Principle	Urban Design Objective	Application in Morrinsville
Consolidation and dispersal	• Increase employment and residential capacity, where appropriate. • Focus walkable nodes and businesses on arterial routes so they benefit from the movement economy. • Provide compact and efficient public open spaces near the core, and larger ones towards the periphery.	• Concentrate future business within the existing Business Zone along the State Highway, towards Hamilton. • Concentrate residential development to the north adjoining the golf course where there is capacity for services and close proximity to existing schools. • Concentrate medium-density housing in the centre of the town – where community facilities are within walking distance. • Extend the existing industrial area, at the existing fertiliser depots, where the receiving environment is already made up of non-residential uses.
Integration and connectivity	• Develop a logical structure of connected routes. • Provide cycle and pedestrian routes that offer good continuity. • Integrate public and private transport networks with each other, and with the land uses they serve. • Promote a well-connected local movement system which is well integrated with land uses. • Provide street connections to the adjoining neighbourhoods. • Ensure busier roads and arterials still have lively frontage conditions; provide service lanes where direct access is unachievable.	• Create a new road link between Morrinsville-Tahuna Road and State Highway 26 which improves connectivity between the north-west and south-west of Morrinsville. • Create a continuous track along the Piako River which provides for cycle and pedestrian movement. • Locate future residential areas adjacent to the golf course where it will be well connected with existing development. • Locate future business adjacent to the State Highway within the area already zoned for Business (and therefore creating lively frontage) but also provide alternative access from local roads. • Potential pedestrian link from Morrinsville College through to the town centre. This linkage will enable students to have a safe and easily navigable route from school to town and will ensure that walking is a viable option for students to get from one place to another. • Potential pedestrian "green" link between Morrinsville College and the start of the river walk. • Identify and upgrade key routes between focal points and especially routes commonly used by the elderly. Links between retirement villages and destinations within the town should be safe and easily navigable by motorised scooter/wheelchairs with ramps and adequate footpath widths. These will be considered at a more detailed structure plan scale once the town strategies have been confirmed. • Industrial development occurs in the vicinity of existing rail links and major transport routes.

Principle	Urban Design Objective	Application in Morrinsville
Diversity and adaptability	• Locate new land uses where they will achieve good synergy with existing uses. • Ensure adjacent uses are compatible. • Provide an appropriate distribution of amenities, such as shops, schools and parks, where the communities they serve can easily access them. • Plan for a range of employment, residential and community uses, which co-exist in a manner that strengthens the local condition and adds diversity. • Consider how the layout will accommodate changes in use over time. • Promote mixed-use buildings. • Develop highly connected street networks that can support a range of activities, which may change over time.	• Locate future industrial to the south adjoining existing industrial and the trotting track. Therefore, compatible with existing uses and reduces reverse sensitivity effects. • Concentrate medium-density residential to the east of the town centre where the amenities (library, schools, shops) are located and from where the amenities can easily be accessed. • Concentrate residential uses on the one (northern) side of the State Highway to avoid exacerbation of community severance. • Concentrate business, commercial and industrial uses to the west of the town centre, consistent with the existing land use pattern. • The commercial precinct towards the west, adjoining the New World, will provide for a mix of business, light industrial and industrial uses, depending on future demand. • Allowing for residential uses in the upper floors of buildings in the town centre, to increase diversity and enhance viability. • Provide a larger range of residential zoning to accommodate a spectrum of housing typologies so as to cater for the diverse needs of the community.
Legibility and identity	• Celebrate regional landmarks and natural features. • Use rivers and ridgelines to define the edges of communities. • Promote an urban form and movement network that is easily understood and negotiated. • Link landmarks and nodes with strongly defined paths. • Use contrast and differentiation in design to make each public space memorable.	• Integrate the golf course by extending residential uses to the north and north-east, and enhance linkages with the town centre, which will enhance the value of the historic heritage items in the Morrinsville town centre, such as the Nottingham Castle Hotel. • Use the Piako River to define the eastern and south-eastern boundaries of Morrinsville. • Use river walk to connect golf course with recreation ground. • Provide and improve links from the new residential areas to the schools and community facilities in the town (e.g. library, event centre). These will be considered at a more detailed structure plan scale once the town strategies have been confirmed.

Principle	Urban Design Objective	Application in Morrinsville
Environmental responsiveness	• Provide catchment management plans that define areas for urban concentration, and habitats and natural features for retirement for stormwater management. • Consider the distribution of open spaces, and the relevance of their size and function. • Protect ecologically sensitive habitats such as streams and wetlands. • Use large park areas, river or stream edges and waterfronts as opportunities to integrate ecological restoration. • Provide for continuity of green networks where the specific movements of wildlife, or waterways, require this.	• Locate future development where services can cater for it (e.g. the area adjoining the golf course). • Create a “green buffer” adjoining Piako River to protect the ecological habitat. • Provide for continuity of “green” networks along Piako River to support movement of wildlife. • Locate new development away from peat soils (e.g. the Horrell Road area). • Protect the health and wellbeing of the rivers for future generations. • Direct rural-residential development away from high quality soils (where possible). • Minimise encroachment onto farm land by concentrating future development within the existing urban-zoned “footprint”.



7 Opportunities and Constraints

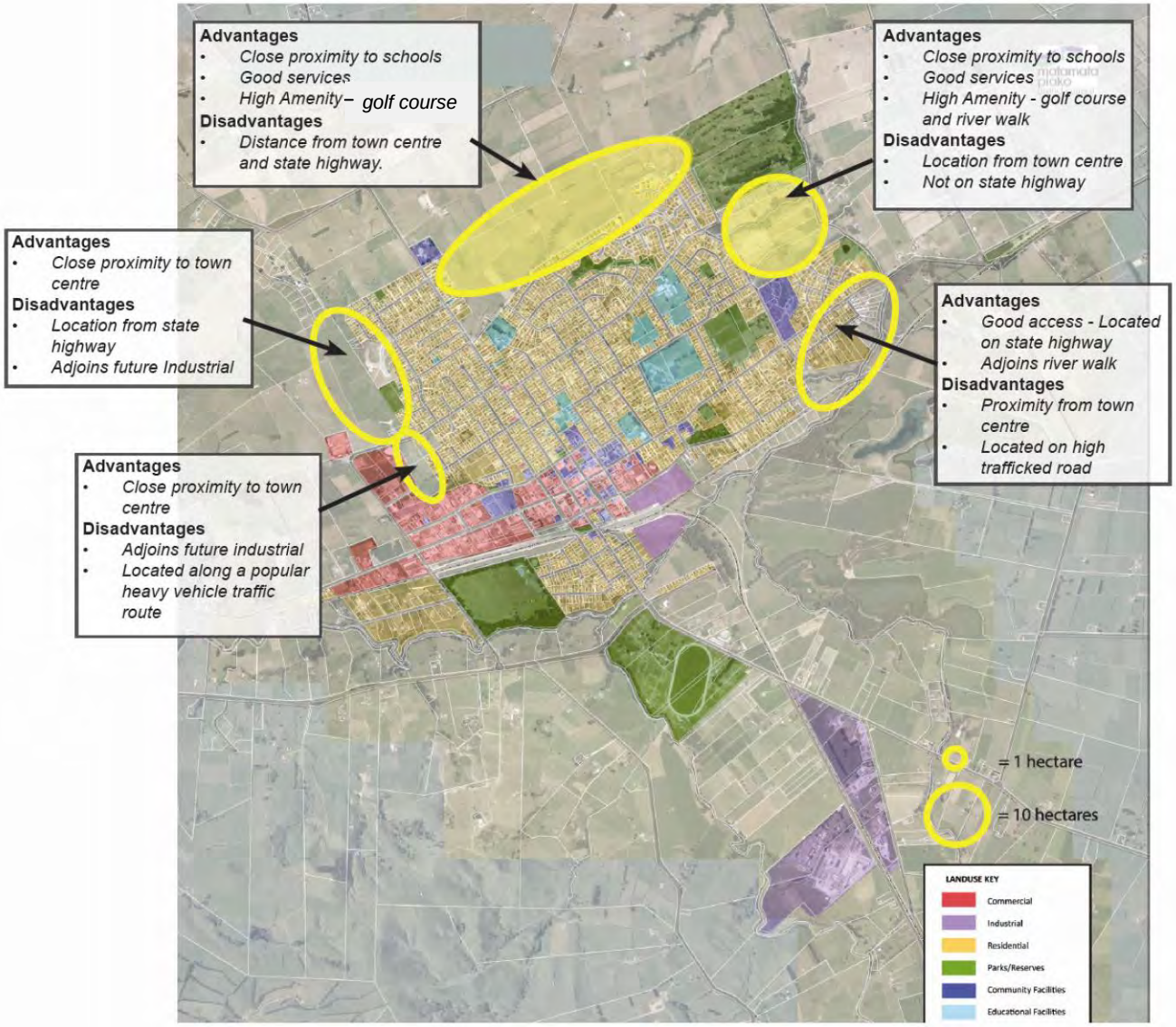
The development opportunities and constraints that informed the strategy for the future expansion of Morrinsville are shown on the map in the side-bar and are summarised below:

Opportunities

- **Services** (water, stormwater and wastewater) - there is additional capacity for new development and for intensification of existing development in the areas around the golf course and in the vicinity of Eynon Road (green circles).
- **Golf course** – the area adjoining the golf course has high amenity, with unobstructed views towards Mount Te Aroha.
- **Recreation reserve** – the reserve has potential for active and passive recreation.
- **River** – potential for continuous pedestrian linkage/cycleway (blue lines).
- **Inter-regional access –** State Highway 26 and Morrinsville-Tahuna Rd (red lines).

Constraints

- **Services** (water, stormwater and wastewater) – there are limitations on the provision of reticulated services to the north of Morrinsville, and on intensification of the area east of the town centre (red circles).
- **Flood hazard –** the area adjoining the water courses (blue) is susceptible to flood hazard.
- **Peat soils** – the area east of the golf course (Horrell Road) contains peat soils that limit the potential for urban development.
- **Transmission line** – will have adverse visual and amenity effects on development in close proximity (red band).
- **Sewer ponds** – development in proximity may be susceptible to odour effects, and can cause reverse-sensitivity effects.
- **Railway line and state highway** (red line and red-hatched line) - Development in proximity is susceptible to noise and vibration effects. These corridors also divide the town. New development should ideally be located north of State Highway 26 to avoid being divided from the town centre, community facilities, and the schools.



8 Development Options

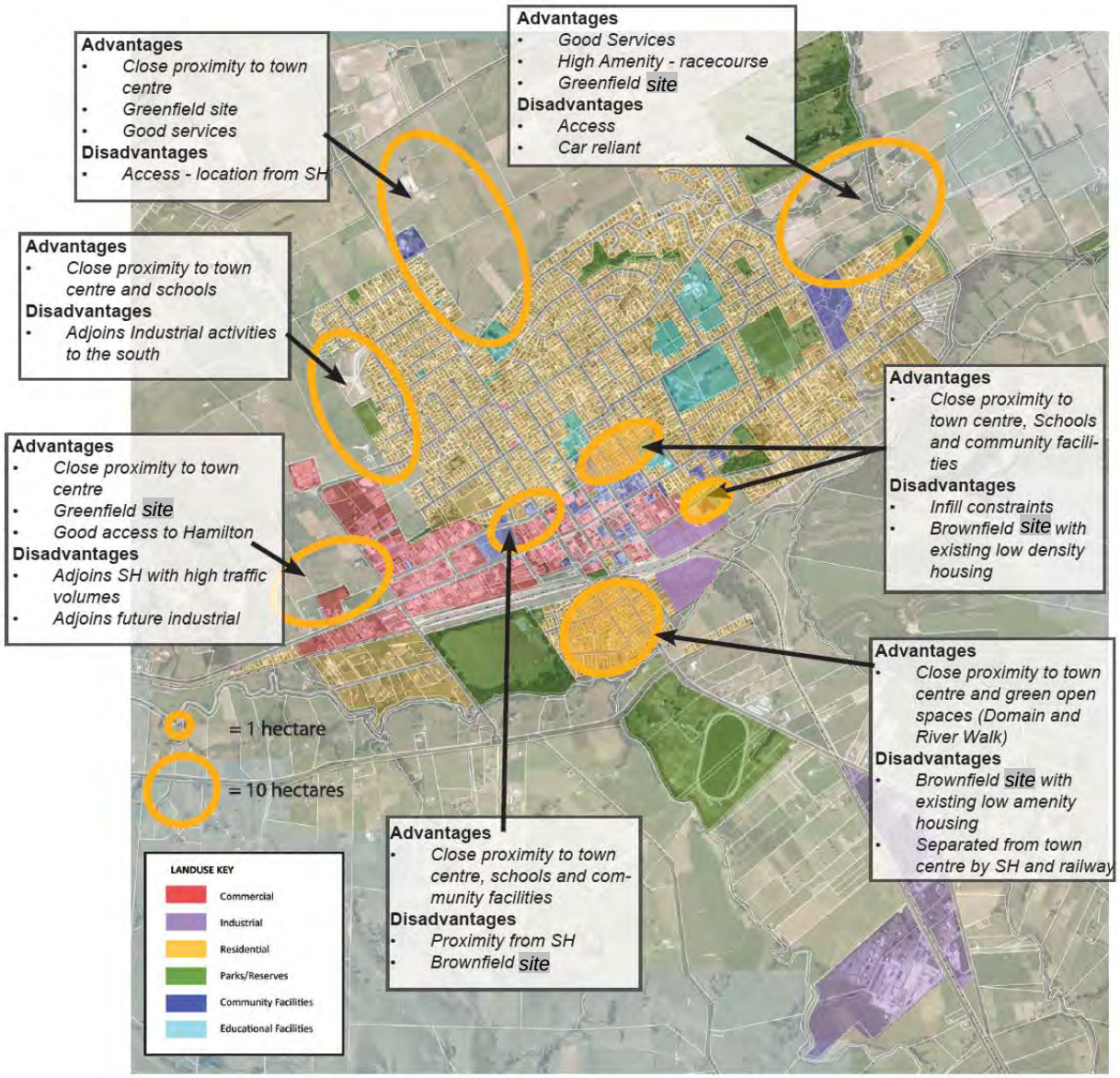
Residential

Existing residential development in Morrinsville is predominantly located to the north and east of the town centre. There is also a small "pocket" of residential development to the south of the town centre, state highway, and railway line; east of the recreation grounds.

The current pattern of residential development is characterised by low-density detached houses. The area surrounding the town centre has a slightly higher density due to more recent infill subdivision.

The yellow circles on the map in the side-bar show the different options for greenfield residential development. The preferred options are shown as solid yellow circles. These options are preferred because of the proximity of the areas to existing schools (shown light blue) and open space/sport facilities (green), the enhanced amenity created by the adjacent golf course, and the suitability of the elevated landform for residential development.

It is envisaged that low-density detached housing will continue to predominate in the new residential areas, while a medium-density zone will be created to accommodate other housing options, as described below.



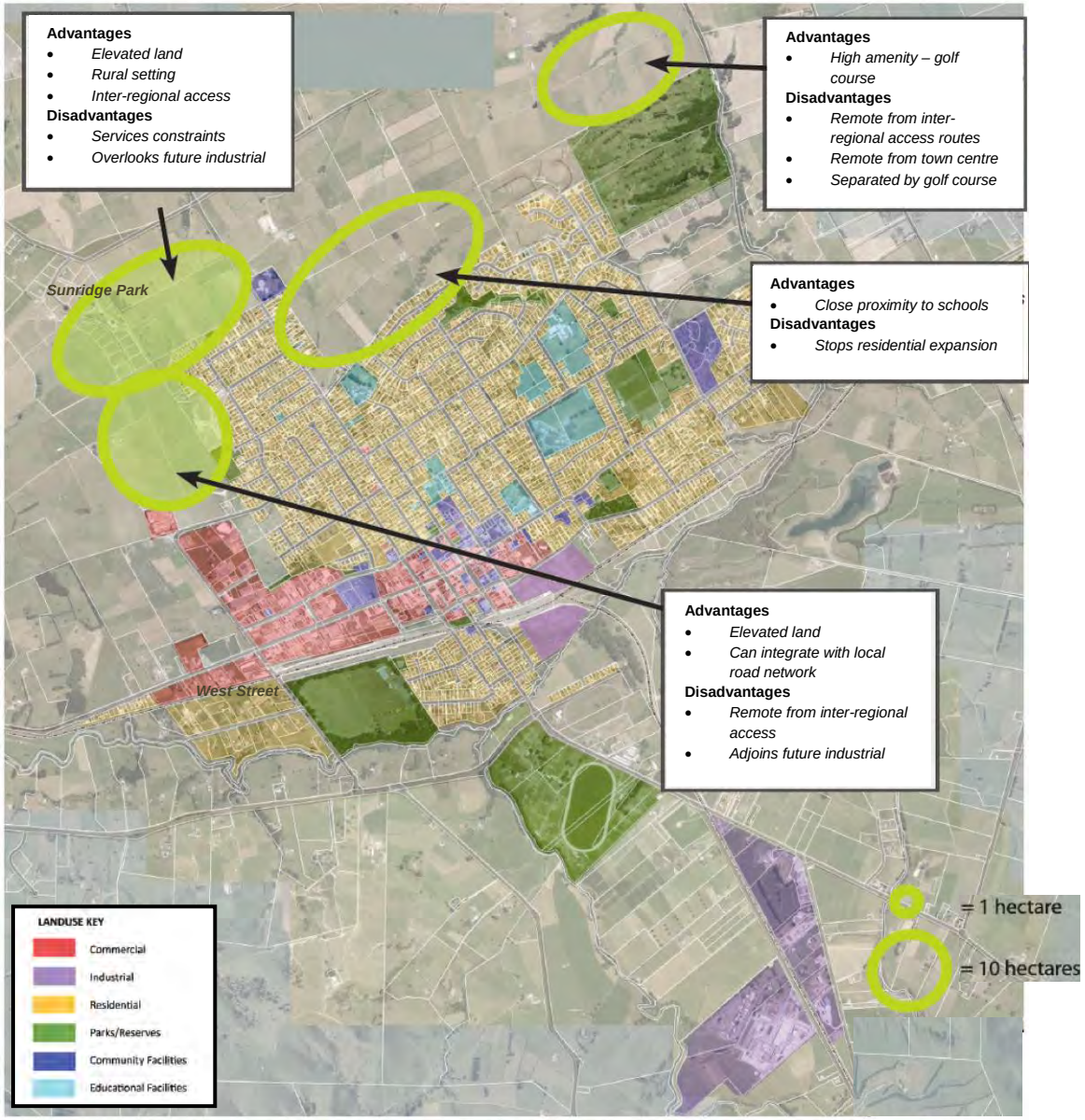
Medium-density residential

It is recommended that the development strategy for Morrinsville should identify areas that are suitable for medium-density residential development. Whereas the residential areas of Morrinsville currently contain predominantly detached and semi-detached dwellings, the proposed medium-density areas will be suitable for other housing typologies (such as group, cluster, or row-houses, and retirement cottages), at a slightly higher density than the other residential areas.

Provision for medium-residential development is considered to be an appropriate response to the likely long-term trend toward an ageing population and associated need for more variety in available housing options. Setting aside specific areas for medium-density residential use means that additional demand on roads and services due to intensification can be anticipated and planned for. It also means that these areas can be developed with their own unique appeal, without impacting on the established character of the rest of the residential area.

The map in the side-bar shows the various options considered for medium-density development (orange circles). Of the options considered, the two preferred options (solid orange) are:

- The areas to the north-east and east of the town centre which provide easy access to shops and other amenities; and:
- The southern residential area, adjacent to the recreation ground which has good access to open space.



Rural-residential

Existing rural-residential development in Morrinsville occurs in two areas:

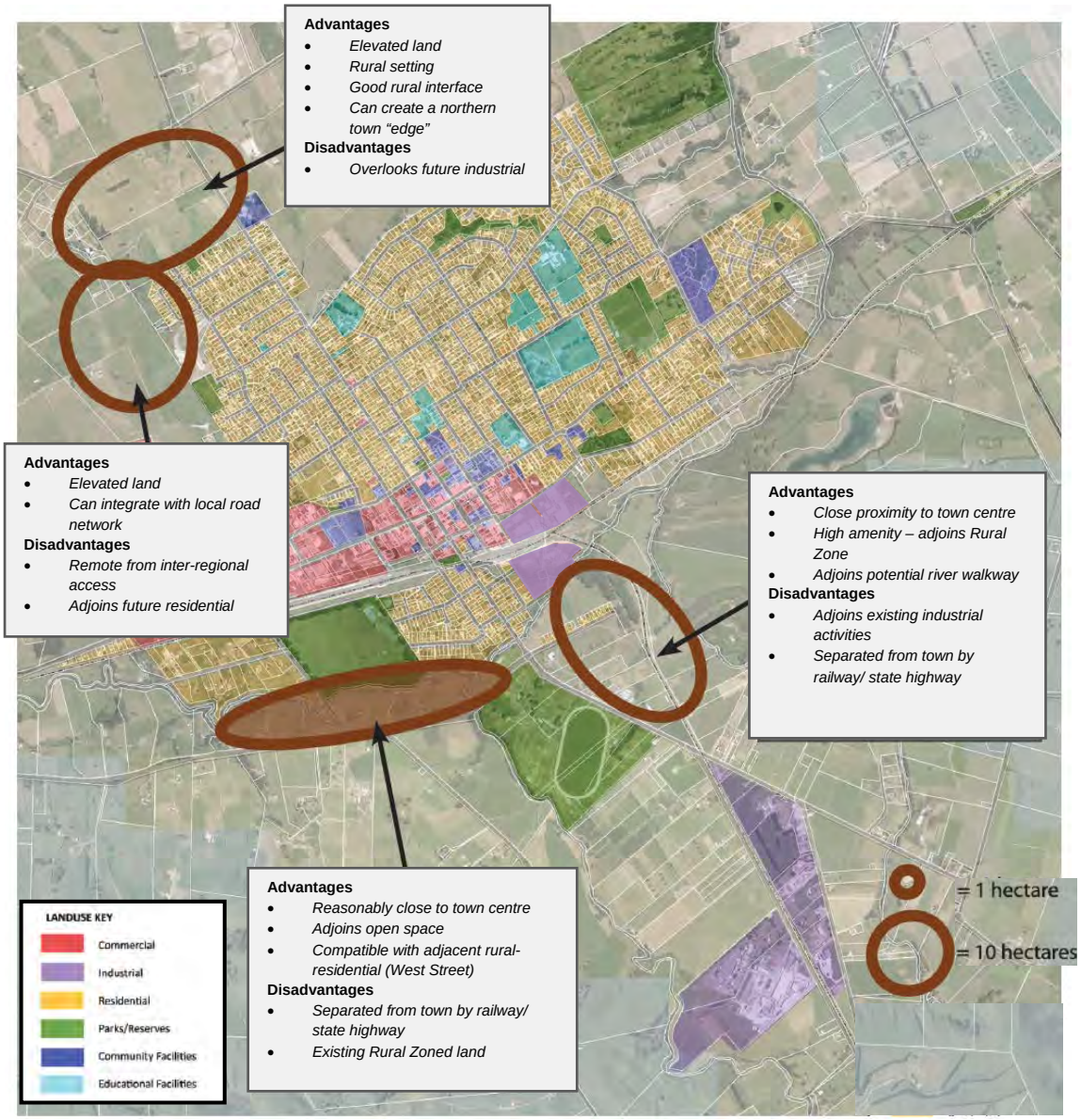
- The north-western periphery of town (Sunridge Park); and:
- The south-western periphery (West Street), south of the state highway and railway line.

Lot sizes in Sunridge Park vary from 3,000m^2 – 5,000m^2, while the West Street area includes larger lots of up to 1 ha. The West Street area is connected to the town's reticulated water and wastewater systems. Sunridge Park is not connected and relies on on-site water storage and wastewater disposal.

The green circles on the map in the side-bar show different options for rural-residential development. The text boxes on the map indicate the advantages and disadvantages associated with the various options.

The preferred option for future rural-residential development is the area on the north-western periphery of town (solid green). The area comprises elevated land with uninterrupted views, well suited to high amenity rural-residential development, accessible from a through-route (Morrinsville-Tahuna Road) and able to be integrated into the town's local road network.

Long-term, it is envisaged that the rural-residential areas (both West Street and Sunridge Park) will be able to be further intensified through infill subdivision, depending on demand and the availability of reticulated services. To this end, building platforms and future road connectivity will need to be pre-determined so as not to compromise later subdivision. This will enable the town to grow beyond the planning horizon, by means of further intensification rather than to sprawl beyond these limits.



Lifestyle living

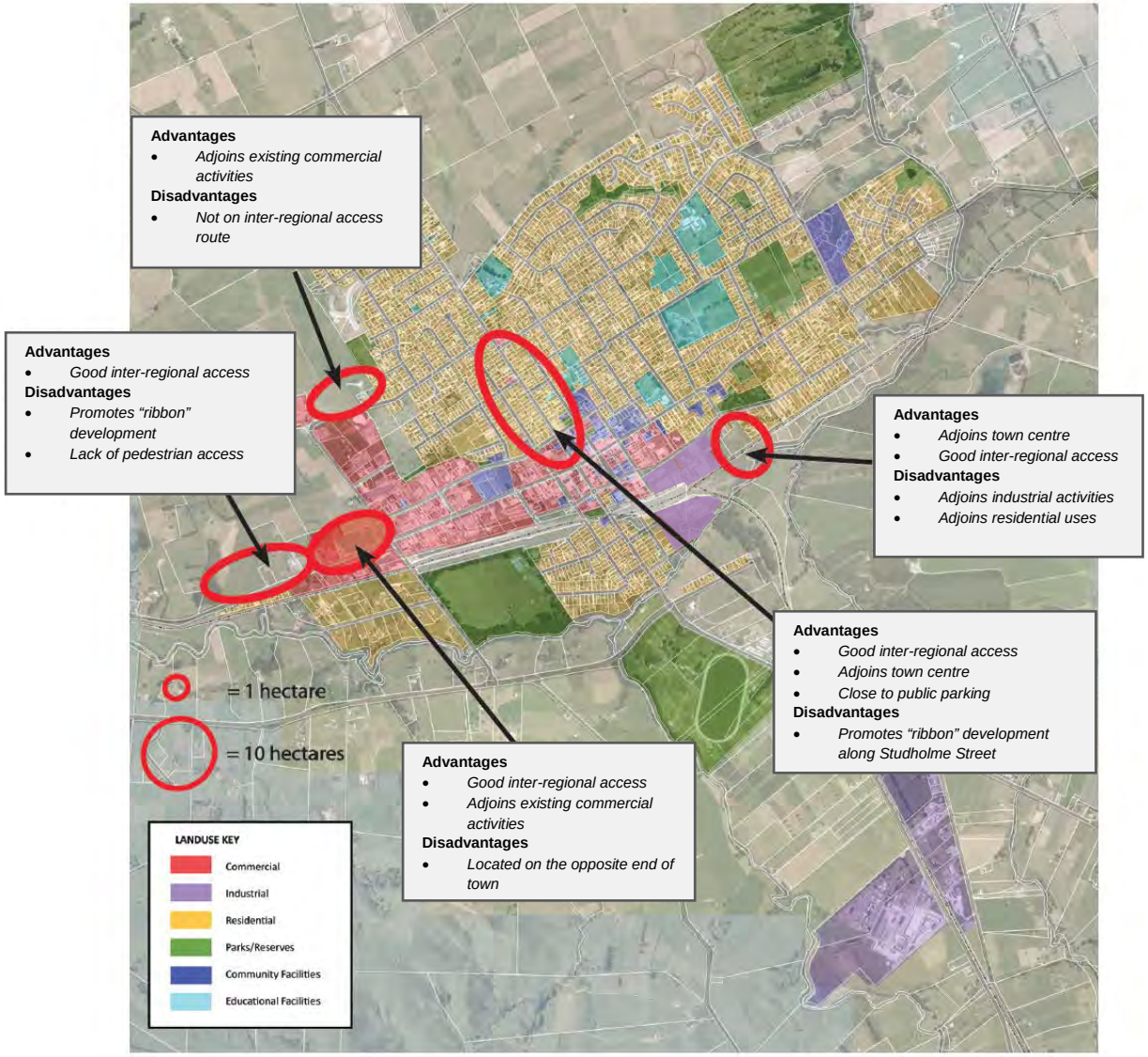
It is recommended that the development strategy for Morrinsville include a "lifestyle living" option. The lifestyle living area will differ from the rural-residential area in that further subdivision is not envisaged. Rather, large lot sizes will be retained to preserve the rural-residential character of the area for the long-term.

The introduction of the lifestyle living concept will appeal to those rural-residential dwellers who seek assurance that their privacy and amenity will not be eroded over time through infill subdivision.

To preserve the appeal of the lifestyle living area, minimum lot sizes will be larger than in the other rural-residential areas. The lifestyle living area will rely on on-site services and will not be connected to the town's water or wastewater reticulation. Road formation standards will also be different, reflecting the area's peri-urban character. It is envisaged that the lifestyle living area will be used for small-scale farming, whereas the rural-residential area will more closely resemble a large-lot residential area.

Three options for lifestyle living were investigated (brown circles), namely: the north-western area (Sunridge Park); the area south of West Street between Kuranui Road and the Waitakaruru Stream adjoining the recreation grounds; and the Eynon Road area opposite the trotting track.

The preferred option is the area south of West Street, along the Waitakaruru Stream. Land parcels in this area are already small with limited productive capability. The area integrates well with a future pedestrian link along the Waitakaruru Stream and Piako River. Future subdivision in this area will enable the completion of a continuous esplanade reserve. The area will furthermore serve as a defensible "edge" at the southern boundary of the town and create an appropriate interface with the adjacent Rural Zone to the south.



Business

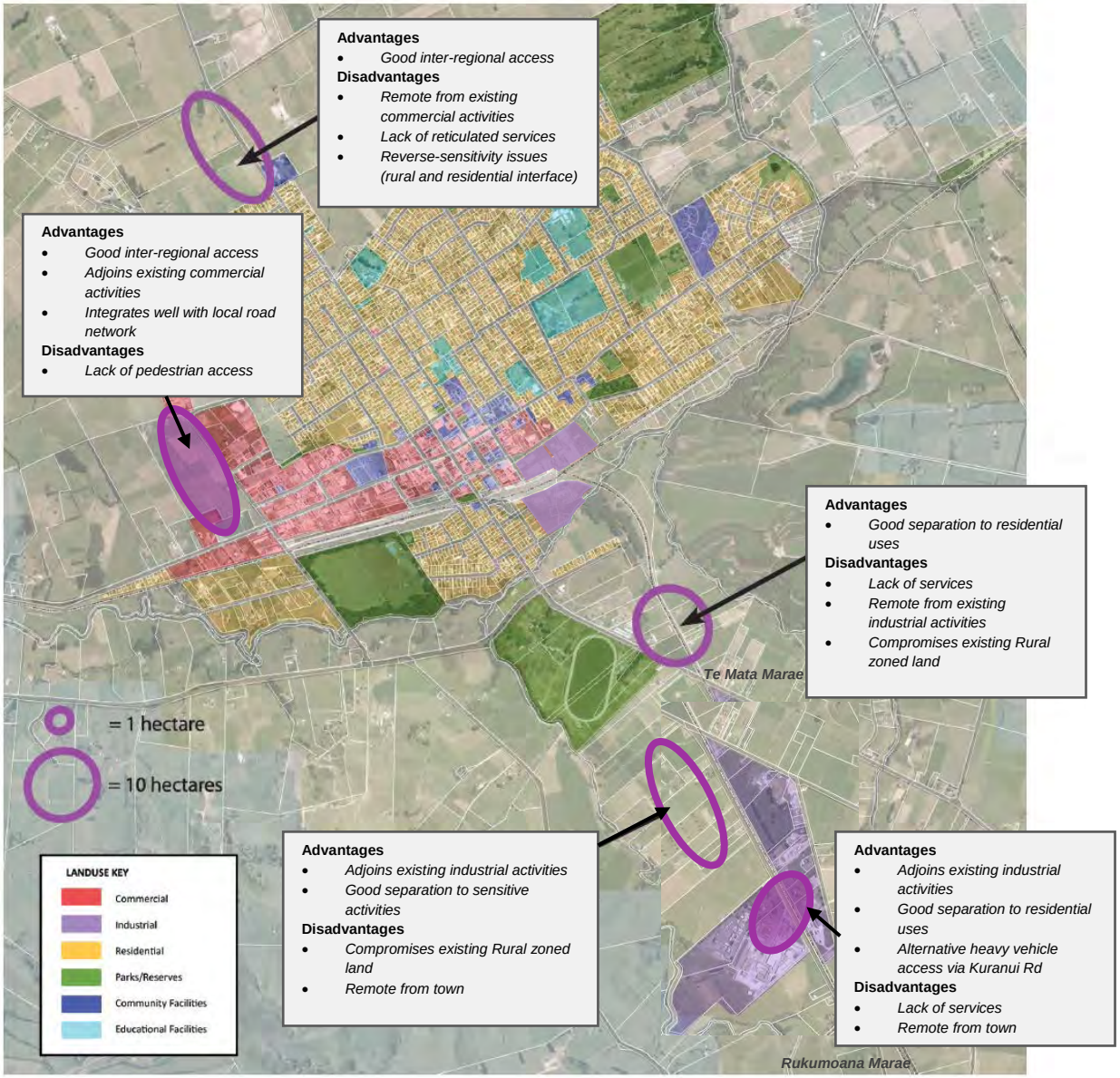
Morrinsville's Business Zone comprises a 1.5 km linear "strip" of land straddling Thames Street, between Canada Street in the east and Avenue Road in the west. The town centre and main retail area is confined to the eastern part of the Zone. The area west of Marshall Street is more commercial in character with a mix of uses including the stockyards, grain storage, service industry, and the motor trade. While currently zoned Business, the western-end, beyond the Avenue Road intersection, is still largely vacant.

Five options for the expansion of business uses were investigated. These options are shown on the map in the side-bar (red circles) and include areas to the east, west, north, and north-east of existing retail and commercial development.

The preferred option (solid red) is at the western-end of the existing commercial development, on the vacant Business zoned land referred to previously, with the option to expand north along Avenue Road, away from Thames Street (State Highway 26).

The main benefits of the preferred option are:

- Good access to an inter-regional route (State Highway 26),
- The area connects well with existing commercial uses and is separated from residential areas;
- Freight movements are likely to be predominantly from and to the west, in the direction of Hamilton. This will minimise the need for heavy vehicles to travel through the town, to access the area.



Industrial

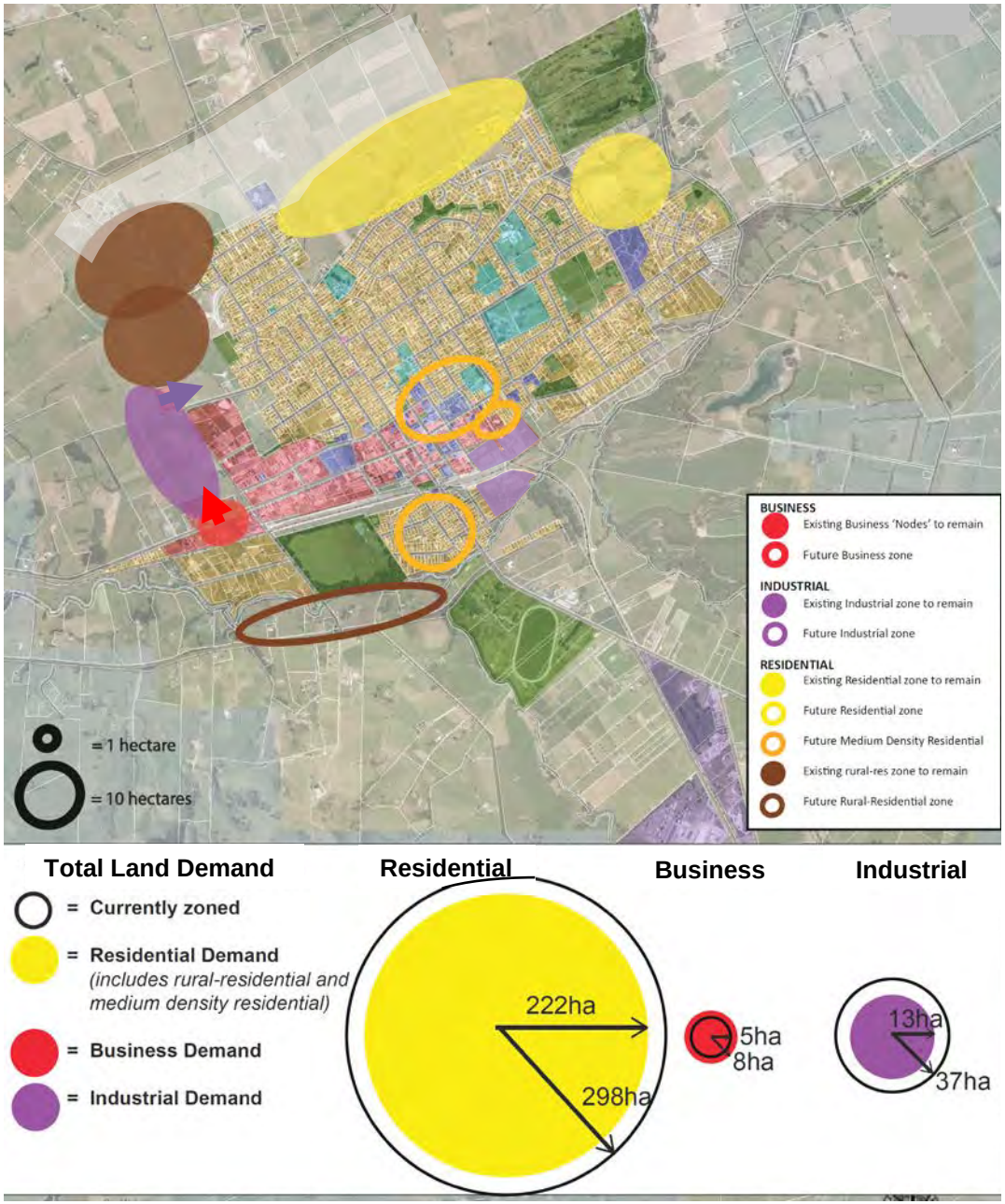
Many of the land uses currently located in the western part of Morrinsville's Business Zone are more industrial than commercial in nature. Some of these uses such as the stockyards and grain silos are a legacy of the historic development of Morrinsville. More recent service industry was established under the operative District Plan provisions that permit light industry in both the Business and Industrial Zones.

Other industrial uses have established south of the town, in two adjacent areas. The first area, along Morrinsville-Walton Road, comprises heavy industries such as fertiliser and chemical manufacturing. The second area, along Bolton Road, includes conventional industries such as a transport depot, concrete manufacturing plant, and other light industries.

Five options for industrial expansion were considered, as shown on the map in the side-bar (purple circles). The preferred options (solid purple) are:

- An inner industrial area, adjacent to the existing commercial development, on land already zoned Industrial; and:
- Further development within the outer industrial area located south of Morrinsville, on land already zoned Industrial.

The inner industrial area will appeal to service industries, dependent on a central location for customer contact. The outer industrial area will have land available to locate new heavy industry as well as light industries that are less dependent on passing trade or customer contact.



9 Preferred Options

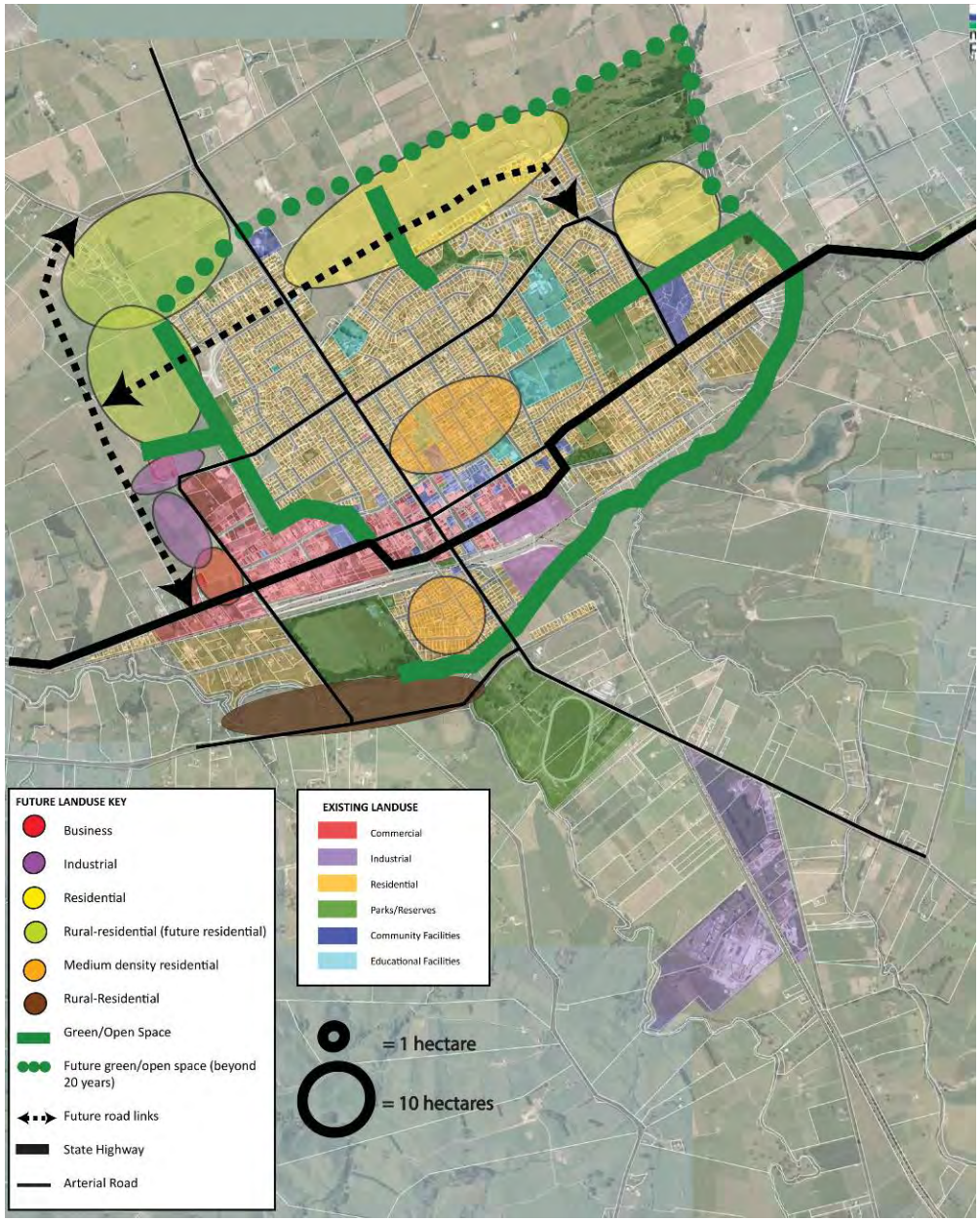
The map in the side-bar shows the current urban zones that make up the town of Morrinsville (background colours), overlaid with the preferred development options as previously described. The circular scale at the bottom of the map shows the amount of land that is currently zoned and still vacant (black circle), compared to the projected demand for each land use (filled circle). In summary:

- **Residential:** Low-density residential development is proposed on the northern and north-eastern periphery of town on vacant land already zoned Residential (solid yellow circles). Medium-density residential development is proposed to the east of the town centre and on the southern periphery of town, on already developed land currently zoned Residential (orange circles). Rural-residential development is proposed on the north-western periphery of town, on vacant land already zoned Rural-Residential (solid brown circles). A new Lifestyle Living area is proposed south of West St on land currently zoned Rural (brown circle).

- **Business:** Business development is proposed to the west of the existing commercial area along State Highway 26 on vacant land already zoned Business (solid red circle), with the potential to expand to the north on vacant land zoned Industrial (red arrow).

- **Industrial:** It is recommended that the existing Industrial zoned land on the western periphery of town be retained (solid purple), and expanded to the north-east (purple arrow) on existing Rural-Residential zoned land along Snell Street. In addition, it is recommended that the existing Industrial zoned land south of town be retained (but not expanded).

The area of land shaded grey, to the north of town, is currently zoned Rural-Residential but is not required during the 20-year term of the town strategy.



10 Town strategy

The town strategy for Morrinsville, based on the preferred development options described in the previous sections of the report, is shown on the map in the side-bar. The map indicates how the existing and proposed land-uses are to be integrated with the town's transport network and infrastructure.

From an integrated development perspective, the key elements of the strategy are:

- A compact urban form that preserves as much land as possible for productive use and directs development away from the electricity transmission corridor west of town;
- Focussing development to the north of the main transport corridors. This will avoid new development being divided from town, by the state highway and railway line;
- Using existing watercourses to create a defensible "edge" at the southern and eastern town boundaries;
- A well-connected local road network that links all parts of the town, minimising travel distances, enabling local traffic to use local roads, and supporting walking and cycling as alternative modes of transport by ensuring route continuity;
- Continuous pedestrian links/cycleways that connect the town centre, schools and open spaces and create buffers between adjacent sensitive uses; and:
- Minimising heavy vehicle movements through town by locating intensive industrial uses to the south where alternative access can be gained via Kuranui Road.

Town Strategies 2013–2033

Matamata

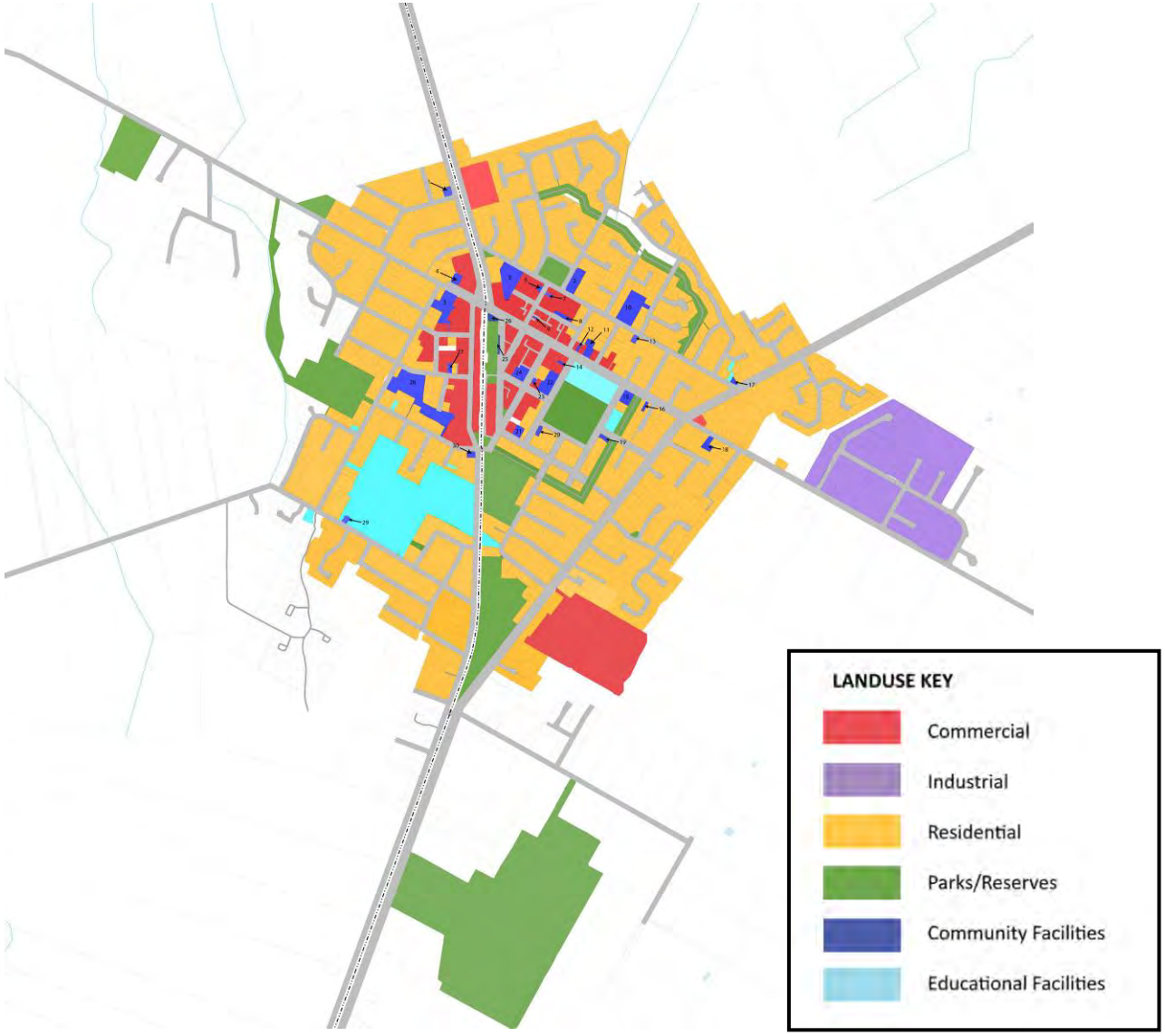




"Matamata will be a small town that enjoys big town infrastructure. As a larger small town we will have cafes, cinemas and other facilities larger towns enjoy and we will, as a result, enjoy the perfect mix of big and small".

(Matamata Community Outcomes 2010)

Matamata Urban Footprint



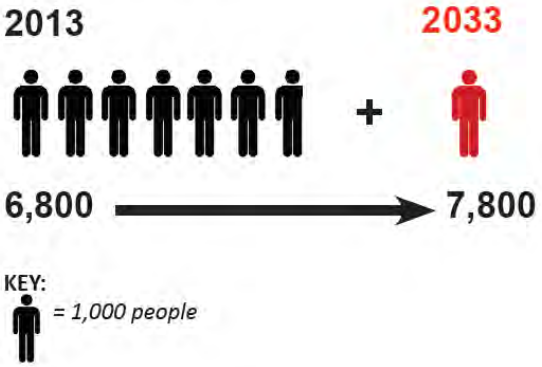
1 Introduction

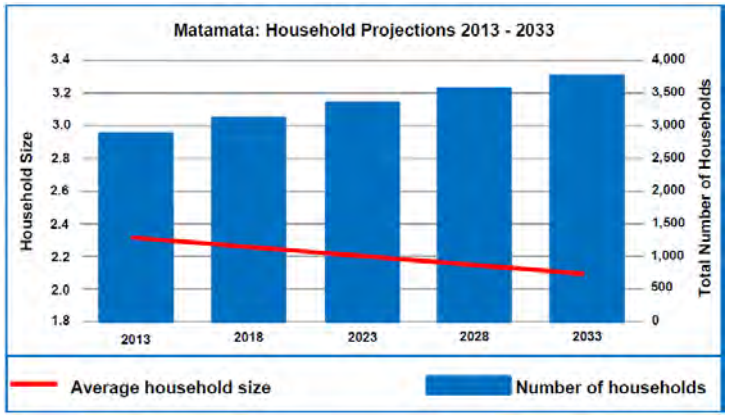
This Section looks at the projected growth and changes in the demographic composition of Matamata's population, its land budget, and transport and infrastructure networks. It also discusses the application of urban design principles to guide the town's future development.

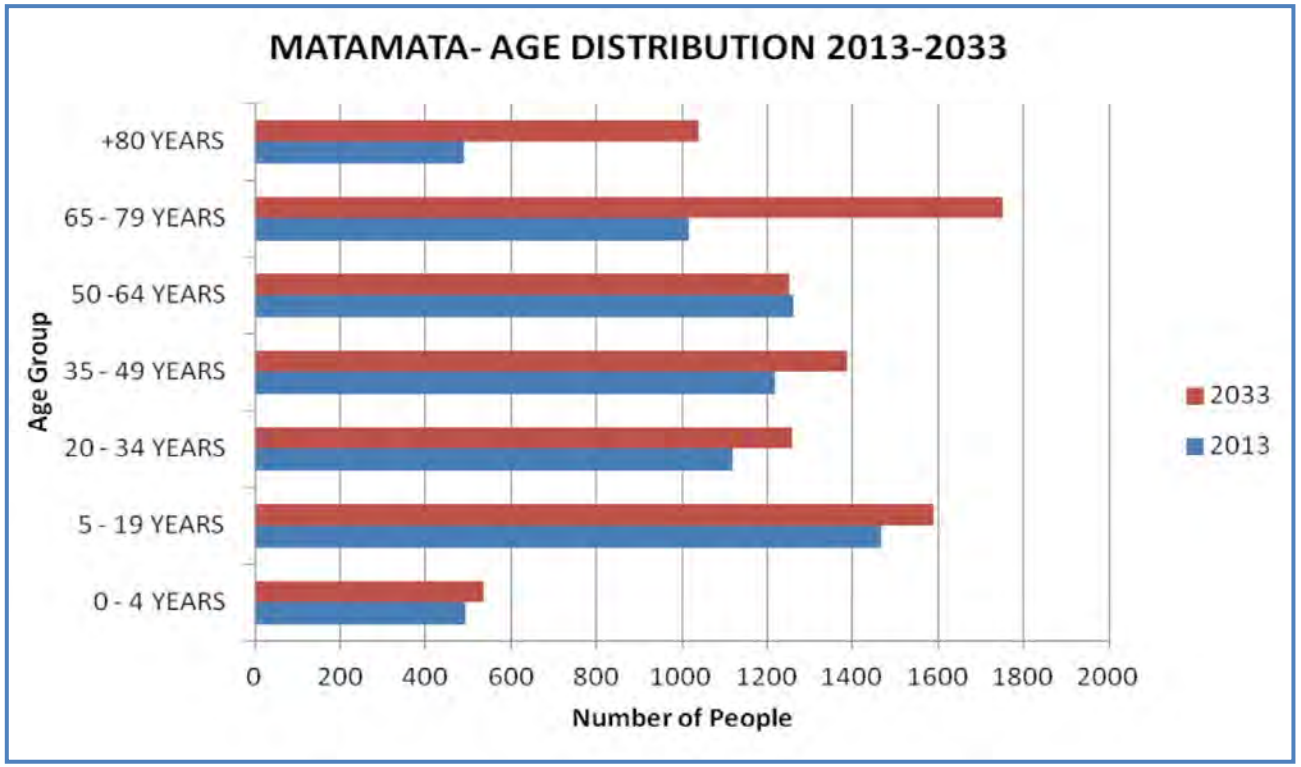
Opportunities and constraints are identified, and alternative development options are outlined.

The options are evaluated, taking into consideration the opportunities and constraints, consultation, and urban design criteria.

Based on the evaluation a preferred development strategy, or "best fit" that ensures the integration of the town's future land uses with its transport and other infrastructure networks, is recommended.





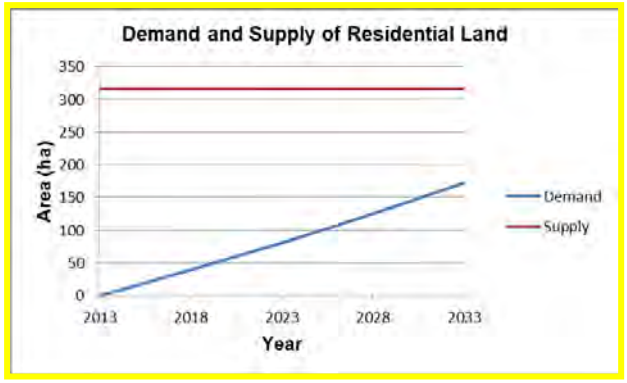


2 Demographics

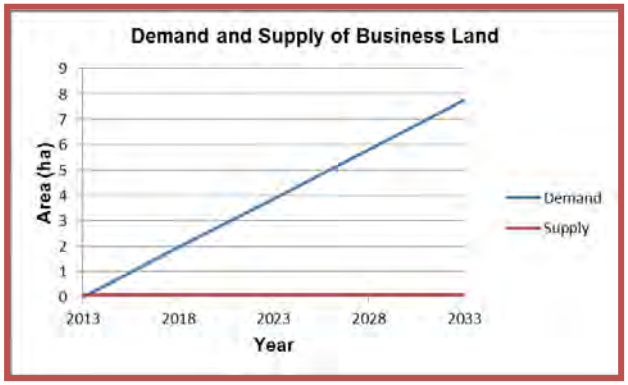
Matamata is our second largest town with a current (2013) population of around 6,821 people, representing 2,966 households. The population of the town is estimated to increase by about 50 persons per year, to a total of 7,831 by the year 2033. The number of households is also predicted to increase by approximately 35 – 40 per year to 3,729 in 2033. The blue bars in the chart at the top of the page show the increase in number of households for five-year intervals during the twenty-year planning horizon. With ageing of the population, the household size is estimated to steadily decrease from 2.30 persons per household (2013) to 2.10 persons by 2033. The decrease in household size is shown by the red line that cuts across the blue bars in the same chart.

While the town's population is projected to show only moderate growth, more significant changes in the demographic composition are expected to occur. In line with global and national trends, growth will be characterised by an ageing population. The adjacent chart at the bottom of the page shows the current (2013) and predicted (2033) age distribution of Matamata's population. The majority of the increase in population will occur in the population groups older than 65 years, with the population in the younger age groups remaining relatively stable.

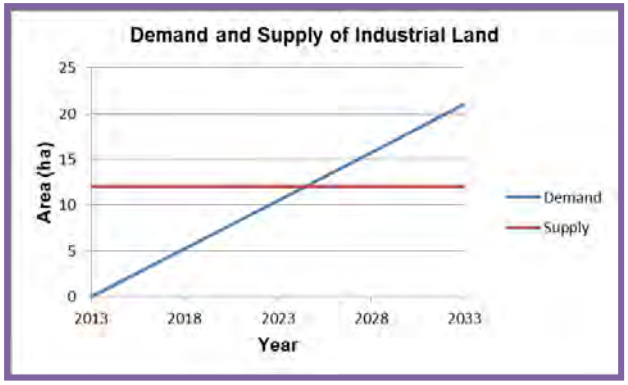
Total developed: 368 ha
Total zoned and vacant: 316 ha
Additional land required by 2033: 172 ha
Surplus of zoned land: 144 ha



Total developed: 31 ha
Total zoned and vacant: 0 ha
Additional land required by 2033: 8 ha
Shortfall in zoned land: 8 ha



Total developed: 24 ha
Total zoned and vacant: 12 ha
Additional land required by 2033: 21 ha
Shortfall in zoned land: 9 ha

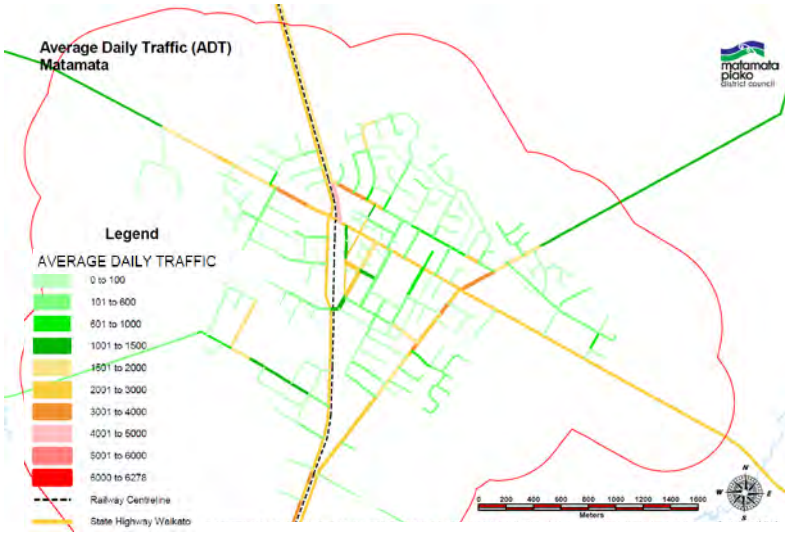


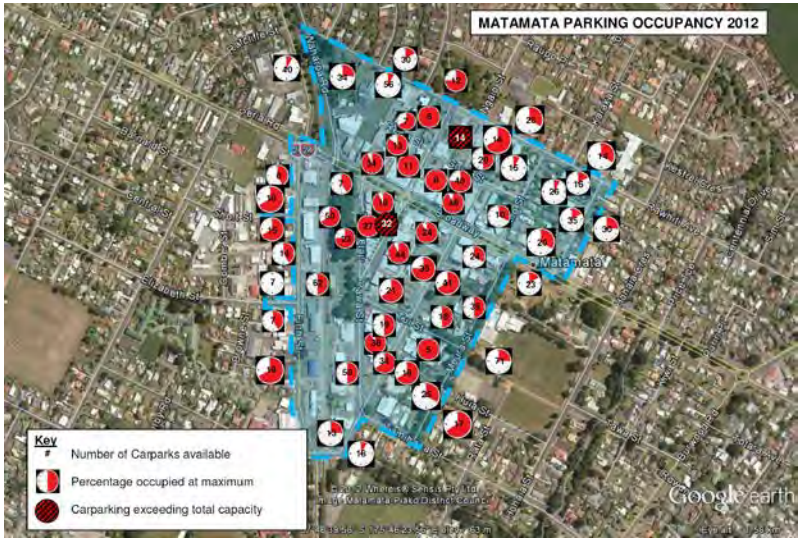
3 Land Budgets

Residential
There is a supply of 316 ha of vacant Residential and Rural-Residential zoned land in Matamata (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 172 ha of residential land by 2033 (the blue line in the adjacent graph). Therefore, there is a surplus of 144 ha of land zoned for residential purposes.

Business
There is no supply of vacant Business zoned land in Matamata (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 8 ha of business land by 2033 (the blue line in the adjacent graph). Therefore, there is a shortfall of 8 ha of land zoned for business purposes, with additional land required in the short term.

Industrial
There is a total supply of 12 ha of vacant Industrial zoned land in Matamata (red line in the adjacent graph). It is estimated that there will be a demand for 21 ha of industrial land by 2033 (the blue line in the adjacent graph). Therefore, there is a shortfall of 9 ha of land zoned for industrial purposes, with additional land required by approximately 2025.





4 Transportation

Road network

Matamata's town strategy must recognise the significance of State Highway 27 (SH 27) and State Highway 24 (SH 24) as the highest order roads, by avoiding new development that uses these main through-corridors for local traffic functions, and by limiting the number of vehicle entrances that gains access from these roads.

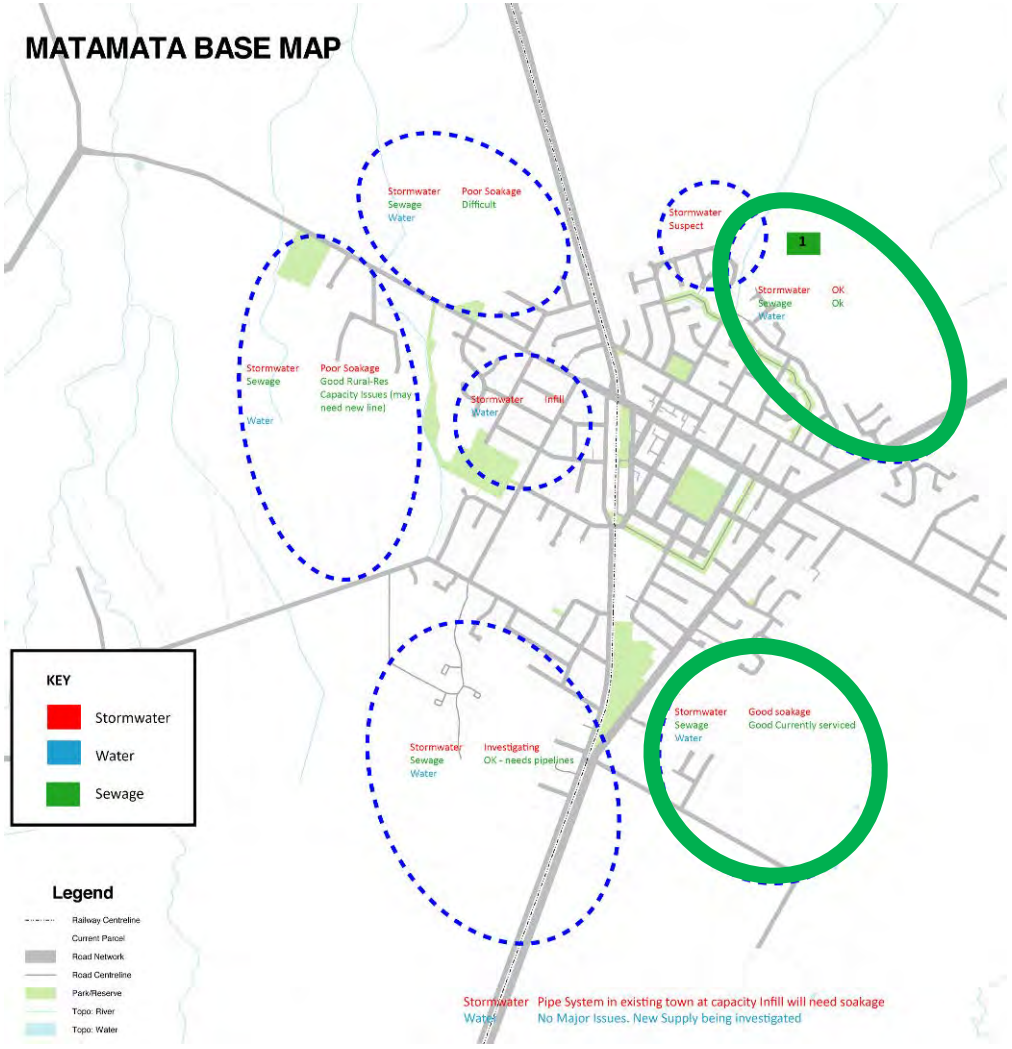
Little change in the inter-regional traffic flows through the town is expected. Consequently, the construction of a bypass around Matamata will not be warranted during the planning horizon. However, alternative road links through the western (SH 27/ Hinuera Rd through to Peria Rd), eastern (SH 27/Banks Rd through to SH 24), and northern (SH 27, via Rawhiti Ave and Tower Rd to connect with SH 24) segments of Matamata should be identified.

The town's road network carries relatively low traffic volumes and little change is predicted. The busiest routes (3,000 – 6,000 vehicles per day) are SH 27/Firth St, SH 24/ Broadway, sections of Waharoa Rd East, Rawhiti Ave, Peria Rd, and Tower Rd; shown pink and orange in the side-bar to the left. Assessment of the road network has not indicated a need to specifically exclude parts of the town from consideration for future development or intensification.

Town centre parking

There are approximately 1,360 public parking spaces in the town centre and immediate vicinity. The location of these spaces is shown in the map on the side-bar to the left, with the red circles indicating peak occupancy. Parking spaces nearest to the retail "core" have a high rate of occupancy. Overall, parking has not reached critical levels as, even during peak times, car parking will usually be available within a short walking distance from the retail "core".

No significant increase in parking demand in the town centre is predicted during the planning horizon and the provision of additional public parking is not envisaged. Should parking become increasingly constrained, the issue can be addressed through demand management such as enforcement of time limits or charging for parking.



5 Infrastructure

Water

The current average daily water demand, including industrial use, equates to approximately 591 litres/head/day, or 4,351 m^3/day, with peak usage/day at 6,133 m^3. The projected growth of Matamata will increase the average daily demand to 4,800 m^3/day, peaking at 6,767 m^3/day.

The consented water-take limit of 8,400 m^3 per day from the Waiteariki Stream and the bore sites at Tawari and Matamata South is adequate to meet future demand. However, the capacity of the water treatment plants and bore sites is currently restricted to 7,400 m^3/day. To overcome the capacity constraints, additional bore sites and installation of improved performance pumps are being considered. Current water storage of 10,500 m^3 will be adequate to meet the future storage requirements.

Sewer

The town's average daily discharge of wastewater is 2,000 m^3/day (272 litres/head/day), with peak flows in the order of 3,600 m^3. The projected growth will discharge an additional 280 m^3 of wastewater per day.

The treatment plant has a capacity of 3,000 m^3 per day. The capacity of the existing trunk sewer is limited. Development outside the existing urban limits will require significant expenditure on sewer reticulation.

Stormwater

The capacity of the town's reticulated stormwater system is constrained. Increases in stormwater as a result of the predicted development will need to be detained on-site.

Development suitability

As far as provision of reticulated infrastructure is concerned, the areas on the north-eastern and south-eastern periphery of Matamata, indicated by the green circles on the map in the side-bar, are considered most suitable for future development.

6 Urban Design

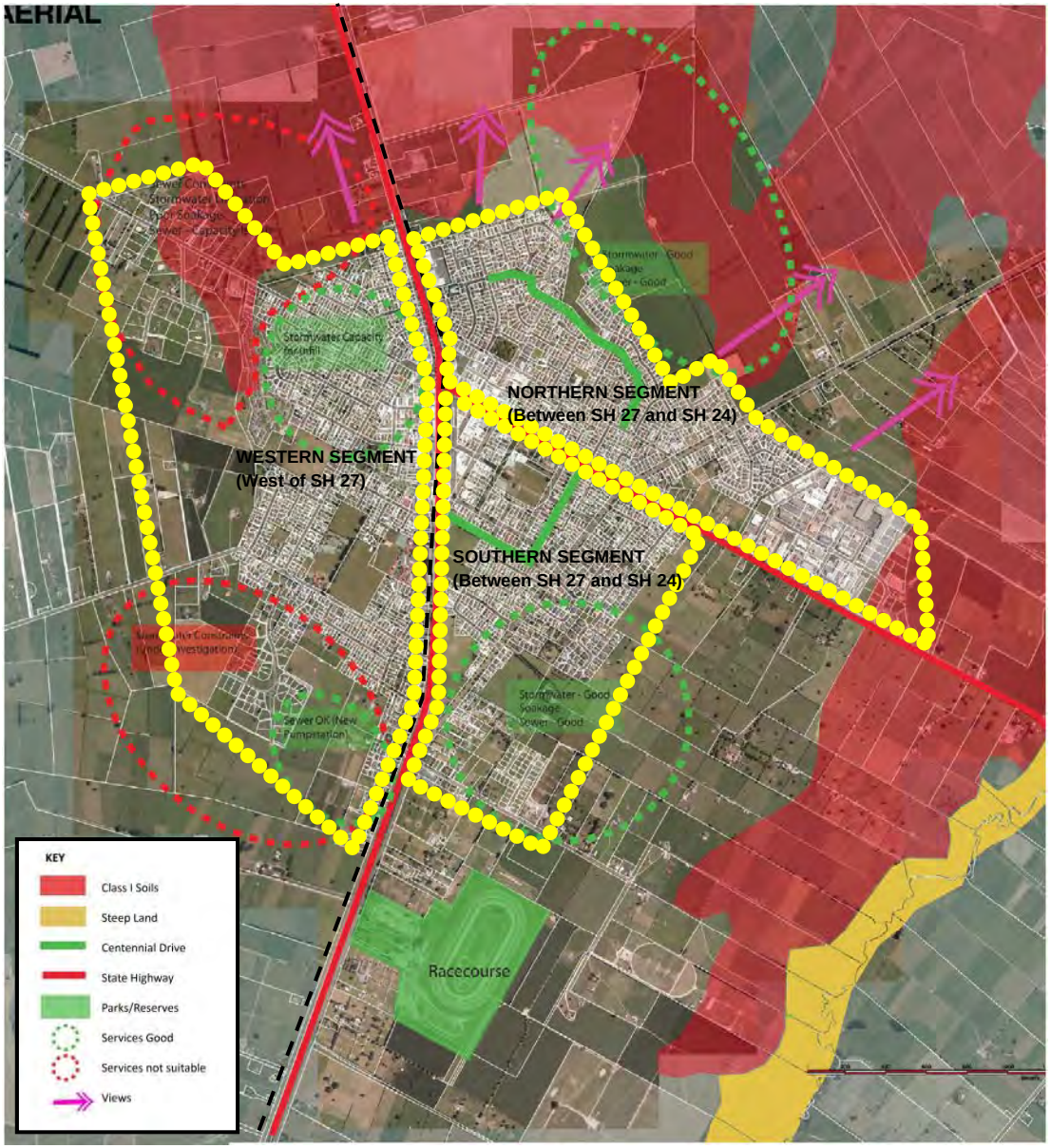
The table below summarises key urban design principles and objectives and their application in the preparation of Matamata's town strategy:

Matamata

Principle	Urban Design Objective	Application in Matamata
Consolidation and dispersal	• Increase employment and residential capacity, where appropriate. • Focus walkable nodes and businesses on arterial routes so they benefit from the movement economy. • Provide compact and efficient public open spaces near the core, and larger ones towards the periphery.	• Keep the town compact by providing for new development that is contiguous with existing urban land-uses. • Consolidate business development around the town centre such as along Waharoa Road East (to connect with existing large-format retail) and adjoining the existing Business Zone to the west (easy access from arterial road without impacting on the inter-regional function of the state highway network). • Concentrate medium-density housing in the centre of the town where community facilities are within walking distance. • Integrate the existing open space network (Founders Park, the Domain, and the Plantation Reserve near the town centre, and the sport fields, Pohlen Park, and Swap Park further out from the town centre), with future development.
Integration and connectivity	• Develop a logical structure of connected routes. • Provide cycle and pedestrian routes that offer good continuity. • Integrate public and private transport networks with each other, and with the land uses they serve. • Promote a well-connected local movement system which is well integrated with land uses. • Provide street connections to the adjoining neighbourhoods. • Ensure busier roads and arterials still have lively frontage conditions; provide service lanes where direct access is unachievable.	• Recognise and enhance Centennial Drive/Tom Grant Drive/Neil Algar Reserve's role as open space links, and pedestrian and cycle routes. • Integrate Centennial Drive/Tom Grant Drive with new open space links, to form a continuous cycle and pedestrian route. • "Channel" pedestrian and cycle movements along defined routes to minimise links across the railway line and state highway network. • Provide for road links to connect and integrate development within the: o South-western segment of town (Hinuera Road to Peria Road); o South-eastern segment (Banks Road to Mangawhero Road); and: o Northern segment (Rawhiti Avenue to Tower Road). • Enable Rawhiti Avenue to function as a bypass route around the town centre and recognise the road's function when considering adjacent land-uses. • Recognise and enhance the role of Tower Road as a pedestrian link and cycleway connecting town with the Firth Tower Museum.

Principle	Urban Design Objective	Application in Matamata
Diversity and adaptability	• Locate new land uses where they will achieve good synergy with existing uses. • Ensure adjacent uses are compatible. • Provide an appropriate distribution of amenities, such as shops, schools and parks, where the communities they serve can easily access them. • Plan for a range of employment, residential, and community uses, which co-exist in a manner that strengthens the local condition and adds diversity. • Consider how the layout will accommodate changes in use over time. • Promote mixed-use buildings. • Develop highly connected street networks that can support a range of activities, which may change over time.	• Locate future industrial uses on the eastern outskirts of town, adjoining (and compatible with) the existing industrial area. • Future residential use should adjoin existing development at the southern, eastern, and north-eastern periphery of town in locations where the local street networks can be integrated and where the services reticulation has capacity. • Consider the location of, and accessibility to, schools, open space, shops, and the town centre when determining the preferred location of new residential areas. • Locate medium-density residential development near the town centre, in locations that provide good pedestrian links and access to open space. • Integrate the race course with the town, and enhance the equine character of Matamata by providing for land in the vicinity of the race course to be used for equine-related activities. • Promote a vibrant town centre by enabling upper floors of buildings to be used for residential purposes.
Legibility and identity	• Celebrate regional landmarks and natural features. • Use rivers and ridgelines to define the edges of communities. • Promote an urban form and movement network that is easily understood and negotiated. • Link landmarks and nodes with strongly defined paths. • Use contrast and differentiation in design to make each public space memorable.	• Recognise the Hobbit-themed Information Centre, Matamata Race Course, Centennial Drive/Tom Grant Drive/Neil Algar Reserve, and the Firth Tower Museum as important landmarks, and consider ways to integrate the landmarks into the town by improving links between them. • Consider ways in which view planes from town and from new development areas, towards the Kaimai Ranges, can be preserved and maximised. • Create well-connected local road networks within the three segments of Matamata created by the route alignment of State Highway 27 (Firth Street)/the Kinleith Branch Railway Line, and State Highway 24 (Mangawhero Road).

Principle	Urban Design Objective	Application in Matamata
Environmental responsiveness	• Provide catchment management plans that define areas for urban concentration, and habitats and natural features for retirement for stormwater management. • Consider the distribution of open spaces, and the relevance of their size and function. • Protect ecologically sensitive habitats such as streams and wetlands. • Use large park areas, river or stream edges, and waterfronts as opportunities to integrate ecological restoration. • Provide for continuity of green networks where the specific movements of wildlife, or waterways, require this.	• Locate future development where there is capacity in the infrastructure and road network, or where capacity can be created cost-effectively. • Provide for a system of connected open spaces throughout town, with linkages to the Matamata Race Course and Firth Tower Museum. • Landscape open spaces with indigenous trees and plant species that will create a favourable habitat for fauna and flora, to enhance biodiversity. • Direct development away from soils with the highest productive capacity. • Minimise further encroachment onto productive land by locating future development, as far as possible, within the existing urban-zoned “footprint”.



7 Opportunities and Constraints

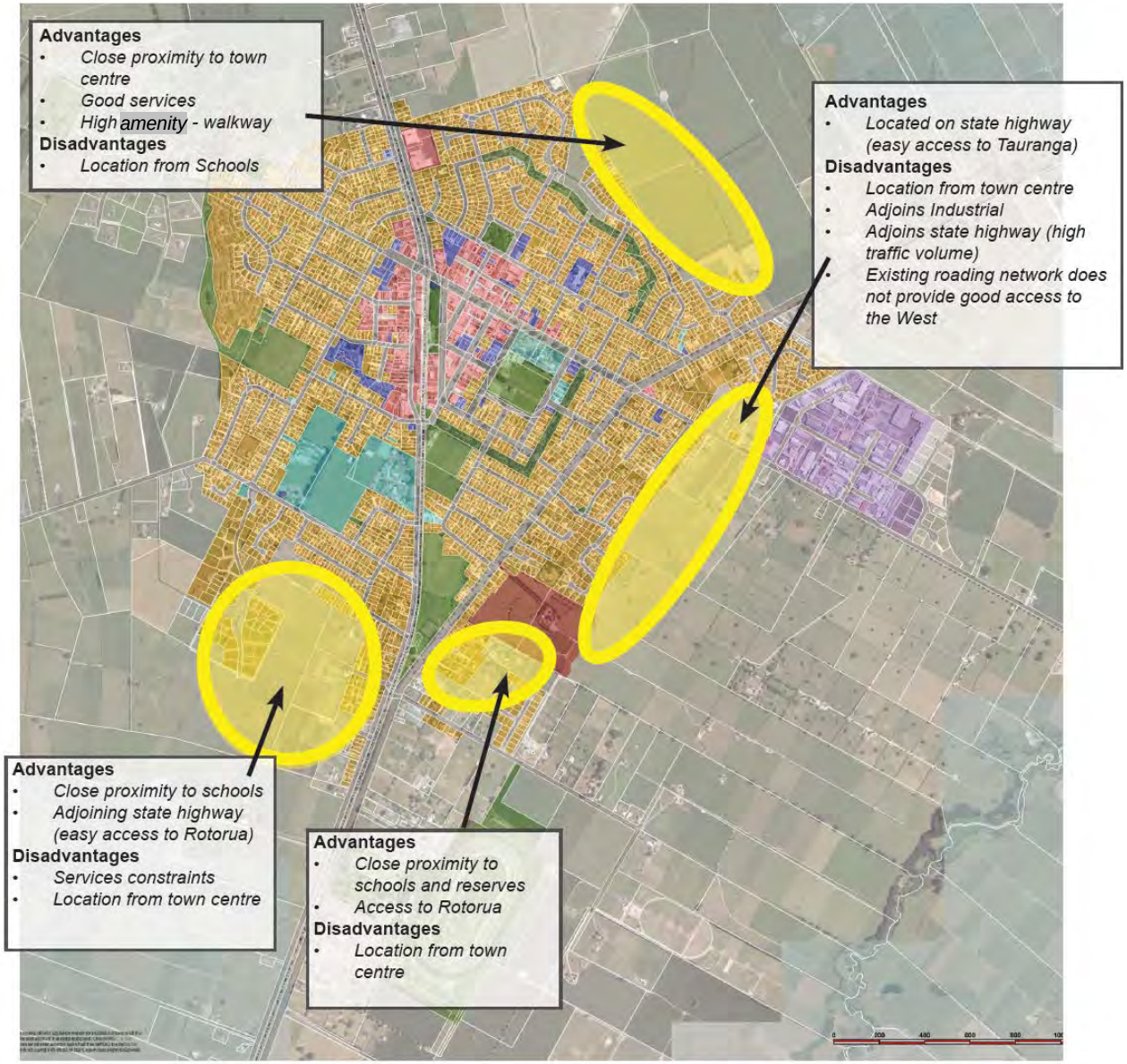
The development opportunities and constraints that informed the strategy for the future expansion of Matamata are shown on the map in the side-bar and are summarised below:

Opportunities

- **Services** (water, stormwater and wastewater) - there is additional capacity for new development on the north-eastern and south-eastern periphery, and for intensification of existing development in the north-western part of town (green circles).
- **Racecourse** - high amenity in the area adjoining the large open space, with views towards the Kaimai Ranges.
- **Centennial Drive/Tom Grant Drive** - high amenity pedestrian link (green lines).
- **Inter-regional access** – State Highway 27 and 24 (red lines).
- **Views of Kaimai Ranges** – High visual amenity (purple arrows).

Constraints

- **Services** (water, stormwater and wastewater) - there are limitations on the provision of reticulated services to the west of Matamata (red circles). The north-western area is suitable for on-site wastewater disposal. Infrastructure limitations in the south-western area are currently being investigated.
- **High quality soils** – urban development should avoid the areas to the north and east of Matamata that comprise the highest quality productive soils (red shading).
- **State highways and railway line** - development in proximity to these transport corridors (red lines and black dashed line) is susceptible to noise and vibration effects and can cause reverse-sensitivity. The corridors divide the town into three “segments” (yellow dotted lines). Traffic, pedestrian and cycle movements should be “channelled” along defined routes to enable safe links across the corridors.
- **Mangawhero Stream** – the stream margins are susceptible to flooding (yellow band).



8 Development Options

Residential

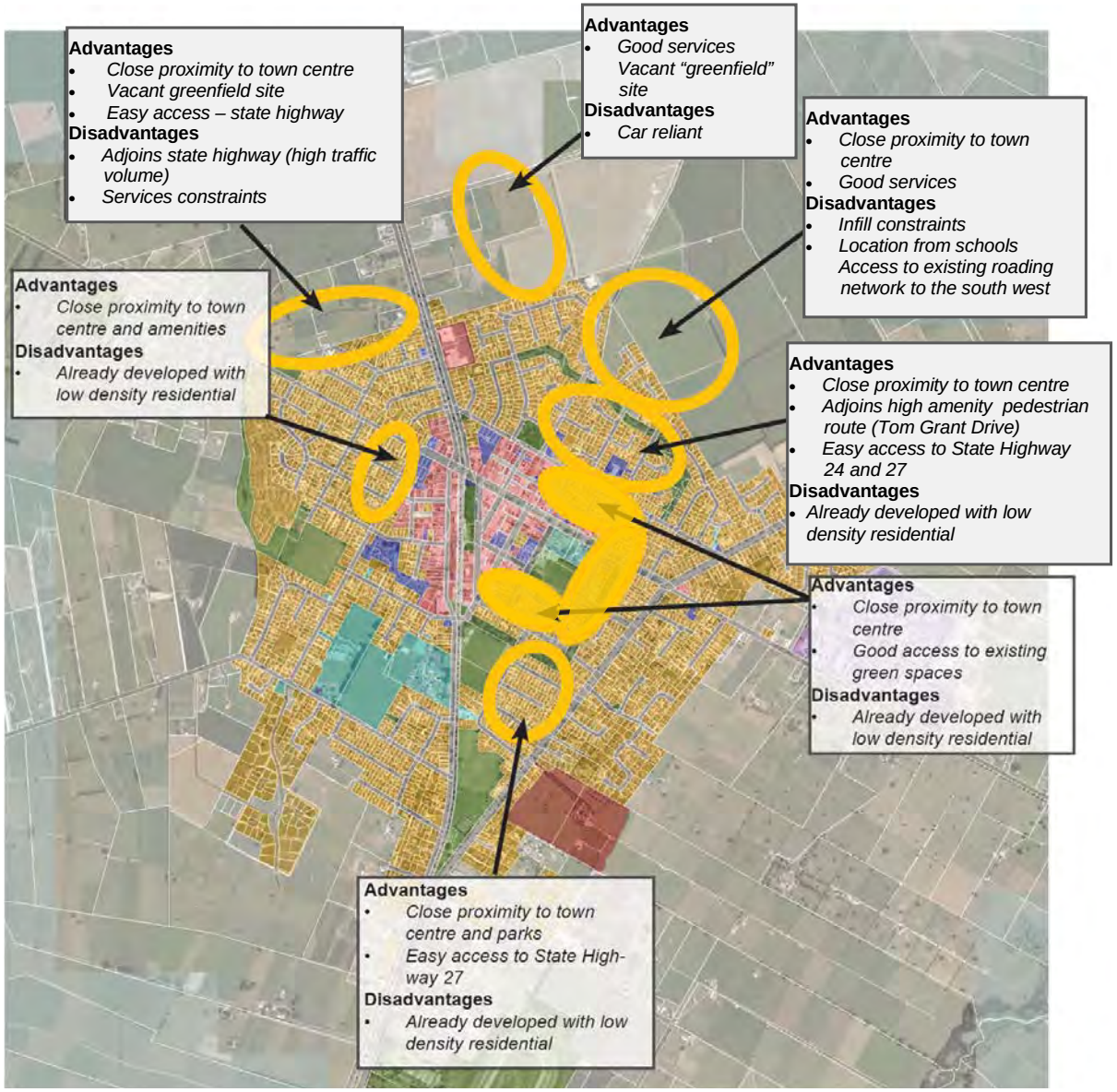
Historically, residential development in Matamata has occurred in a circle, around the town centre. The current pattern of residential development is characterised by predominantly low-density single dwellings. The area surrounding the town centre has a slightly higher density due to more recent infill subdivision.

The solid yellow circles on the map in the side bar show the different options considered for greenfield residential development. The text boxes on the map describe the advantages and disadvantages associated with each option.

The preferred option for residential expansion is to allow development to progressively take place over time, in all the locations identified on the map, rather than in one direction only. This will enable the future expansion of the town to continue the historical pattern of concentric development, thereby keeping a compact, walkable urban form.

Enabling development in all of the identified areas will also ensure that residents have a range of locations to choose from depending on their circumstances; for instance proximity to schools (shown light blue), open space/sports facilities (green) for young families, or easy access to the town centre (red) and community facilities (dark blue) for retired people.

However, residential development will need to be staged, as outlined in Paragraph 9 *"Preferred Options",* later in this report



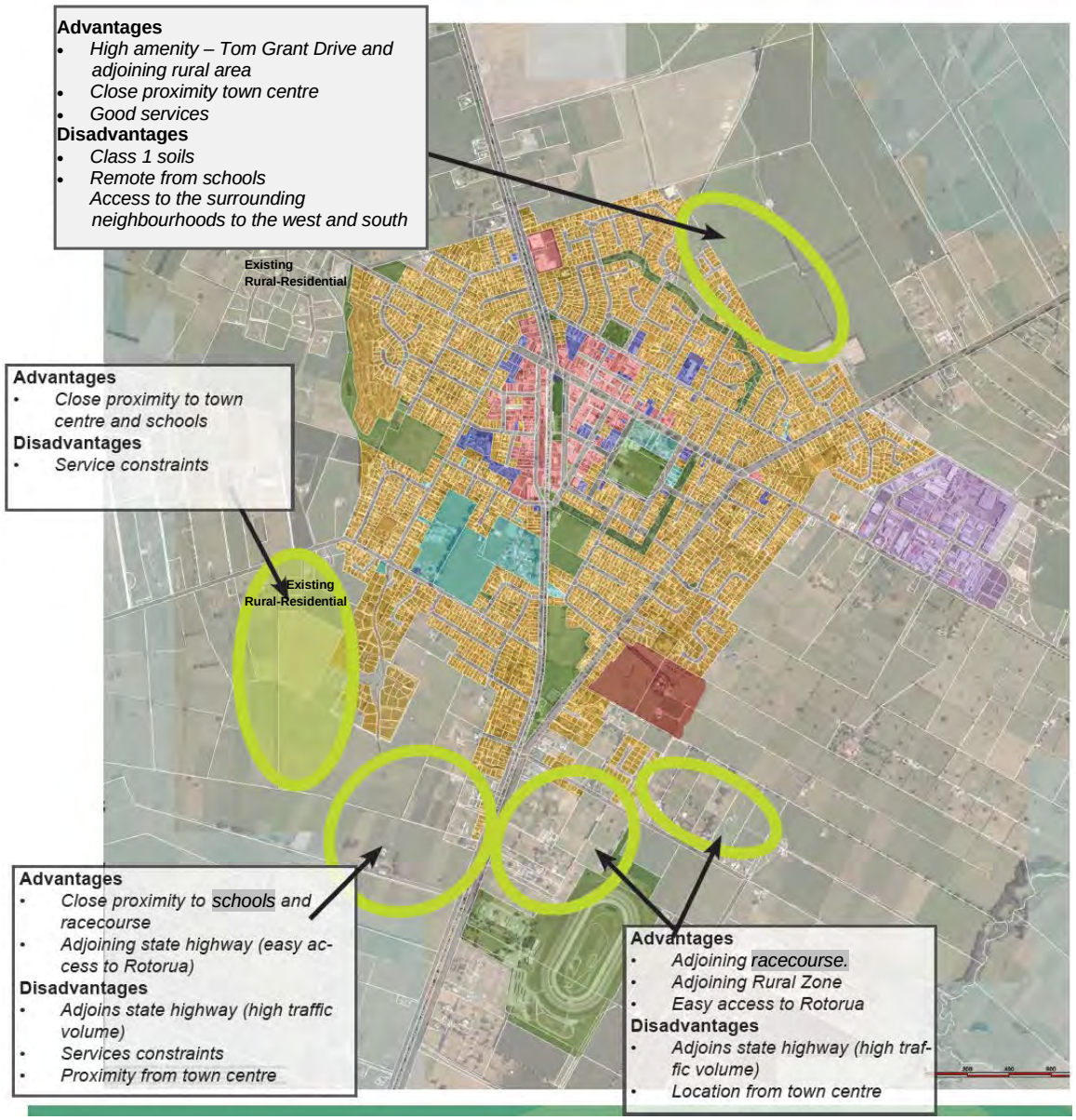
Medium-density residential

It is recommended that the development strategy for Matamata should identify areas that are suitable for medium-density residential development. Whereas the residential areas of Matamata currently contain predominantly detached and semi-detached dwellings, the proposed medium-density areas will be suitable for other housing typologies such as group, cluster, or row-houses, and retirement cottages; at a slightly higher density compared to the other residential areas.

Provision for medium-density residential development is considered to be an appropriate response to the likely long-term trend towards an ageing population and associated need for more variety in available housing options. Setting aside specific areas for medium-density residential use means that additional demand on roads and services due to intensification can be anticipated and planned for. It also means that these areas can be developed with their own unique appeal, without impacting on the established character of the rest of the residential area.

The map in the side-bar shows the various options considered for medium-density development (orange circles). Of the options considered, the "u-shaped" area adjoining the town centre to the east (solid orange) is preferred.

This area is preferred because it is located in close proximity to the town centre, provides easy access to shops and other amenities, facilitates pedestrian movement via adjacent Centennial Drive, allows convenient access to nearby open spaces such as the Domain and the Matamata Sports Centre, and enables safe and convenient access to the nearby Matamata Primary School.



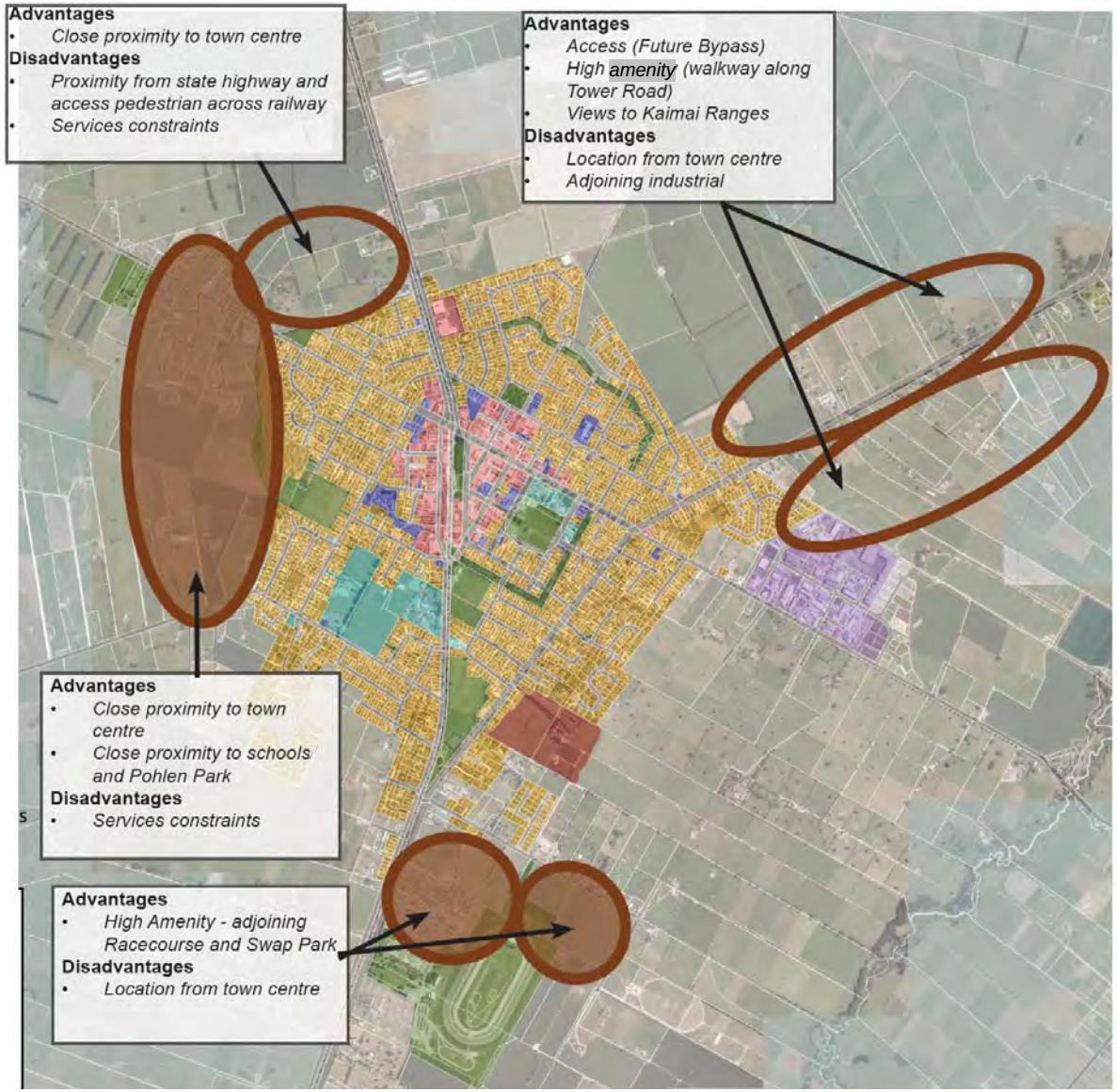
Rural-residential

Existing rural-residential development in Matamata occurs predominantly on the north-western periphery of the town, off Peria Road. There are also a small number of rural-residential lots off Station Road on the south-western periphery. Rural-residential lot sizes generally range from 2,500 m^2 to 1 ha. Some of the rural-residential lots are connected to the town's water reticulation. All of the rural-residential lots currently rely on on-site wastewater disposal as none of the lots are connected to the town's sewerage reticulation.

The green circles on the map in the side bar show different options for greenfield rural-residential development. The text boxes on the map indicate the advantages and disadvantages associated with the various options.

The preferred option for future rural-residential development is the area on the south-western periphery of town (solid green). The area is well suited to high amenity-rural residential development that will be compatible with the character of the adjacent Eldonwood residential estate. The area has good road connections to the rest of town via Station Road and Smith Street. Future development in this location will integrate well with the town's local road network.

Long-term, it is envisaged that the rural-residential area will be able to be further intensified through infill subdivision, depending on demand and the availability of reticulated services. To this end, building platforms and future road connectivity will need to be pre-determined so as not to compromise later subdivision. This will enable the town to grow beyond the planning horizon, by means of further intensification rather than to sprawl beyond these limits.



Lifestyle living

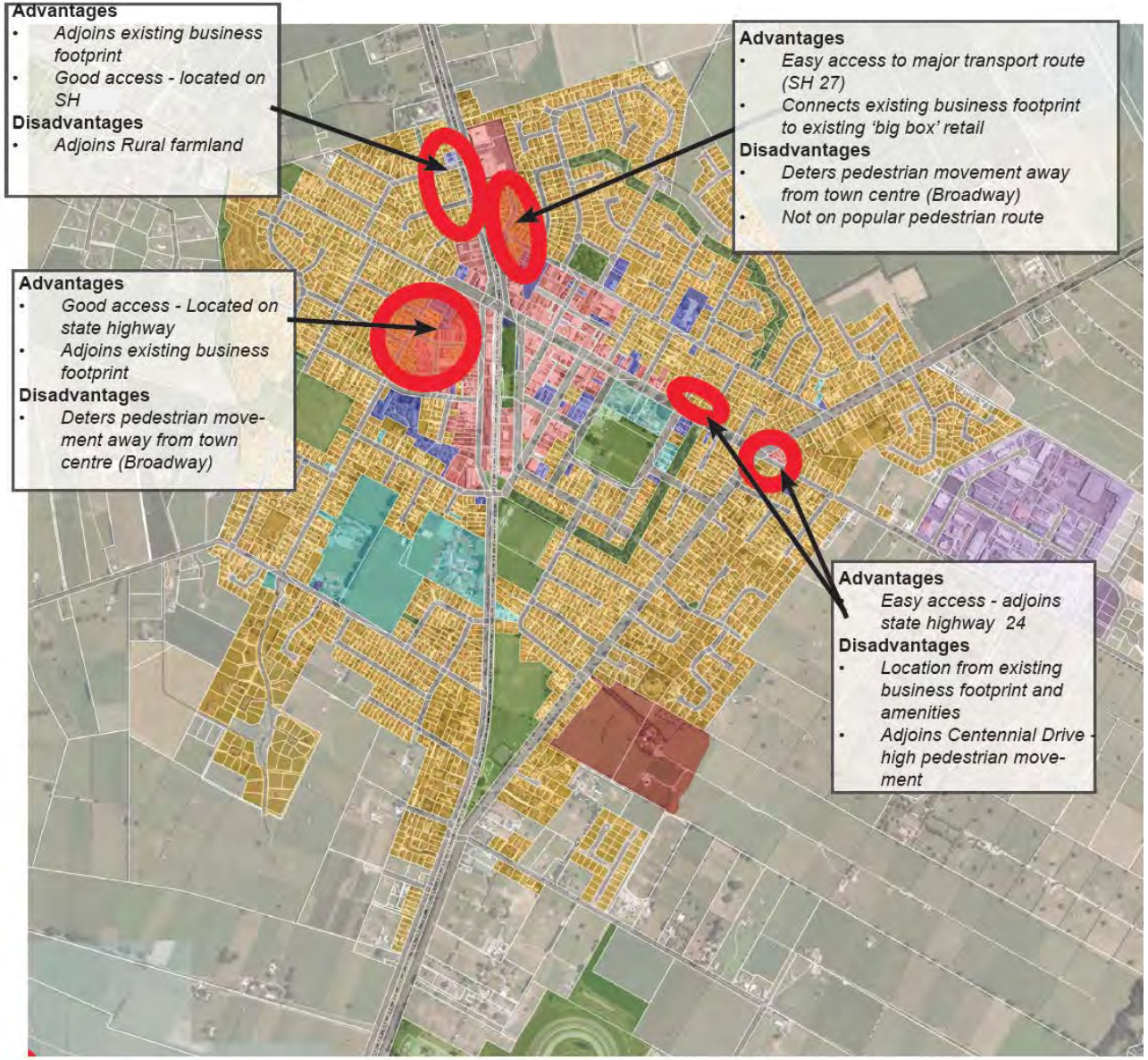
It is recommended that the development strategy for Matamata include a "lifestyle living" option. The lifestyle living area will differ from the rural-residential area in that further subdivision is not envisaged in this zone. Rather, large lot sizes will be retained to preserve the rural-residential character of the area for the long-term.

The introduction of the lifestyle living concept will appeal to those rural-residential dwellers who seek assurance that their privacy and amenity will not be eroded over time through infill subdivision, envisaged in the other rural-residential area.

To preserve the appeal of the lifestyle living area and to provide for small-scale farming, minimum lot sizes will be larger than in other rural-residential areas. The lifestyle living area will rely on on-site services and will not be connected to the town's water or wastewater reticulation. Road formation standards will also be different, reflecting the area's peri-urban character.

Three alternative locations for lifestyle living were investigated (brown circles on the map in the side-bar), namely: the western and north-western rural-residential area, the area to the north-east along Tower Road, and south of Banks Road near the Matamata Racecourse.

The preferred options are: the western part of Matamata between Peria Rd and Station Rd where constraints on reticulated services will in any event limit further subdivision, and the area between Banks Road and the Matamata Racecourse where larger "horse lots" are envisaged to create opportunities for expansion of the equine industry on land with internal access to the adjacent horse training facilities.



Business

Matamata's Business Zone comprises a square area centred around the intersection of State Highway 27 (Firth Street) and State Highway 24 (Broadway). The historic town centre (still the main retail area) is along Broadway immediately east of State Highway 27, and along Arawa and Tainui Streets in the vicinity of the Broadway intersection. A recent large-format retail development exists to the north of the town centre, along Waharoa Road East.

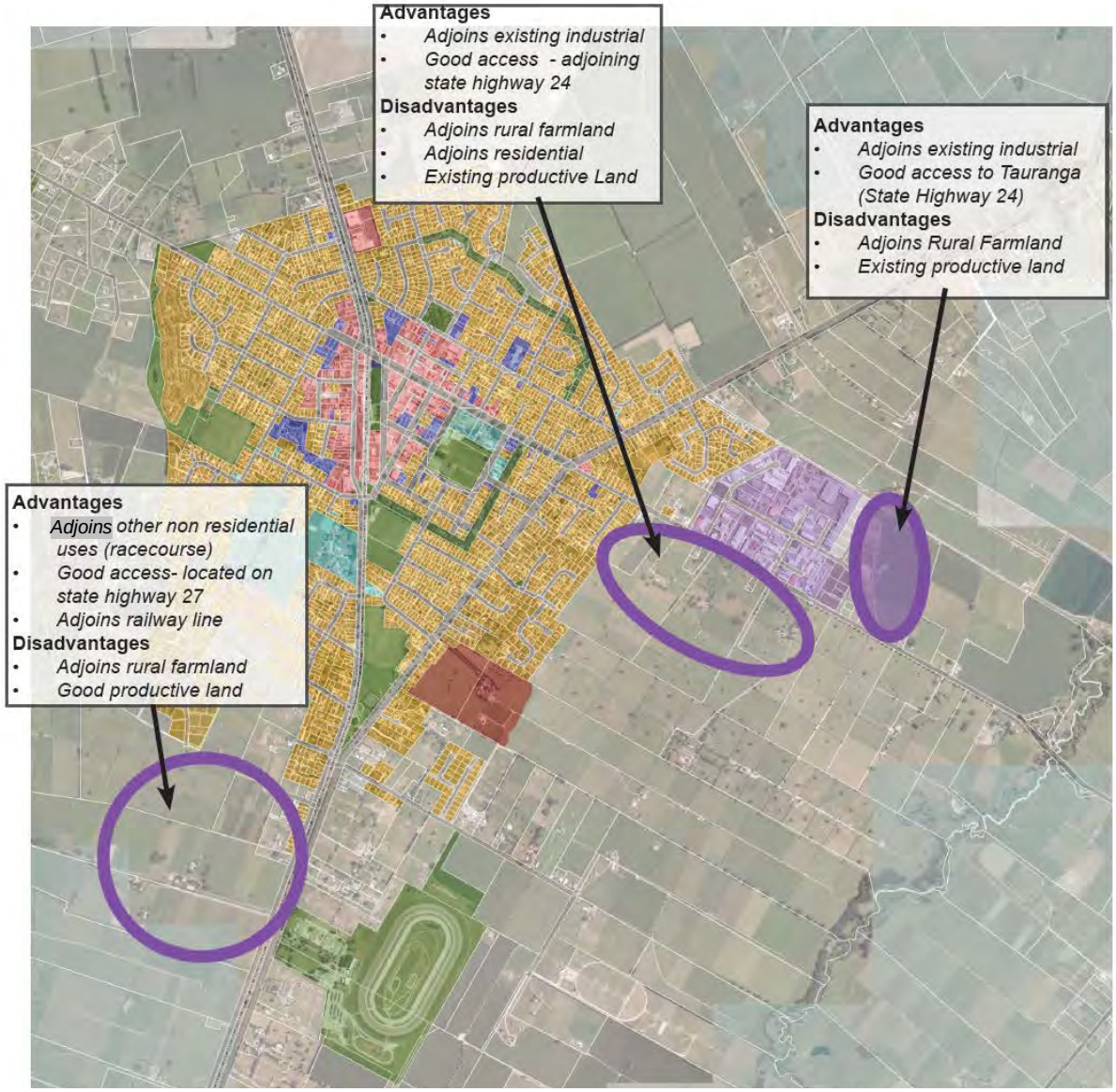
With the exception of the fast food outlets at the State Highway 27/24 round-about, the remaining "strip" of Business zoned land along State Highway 27, separated from the town centre by the railway line, is commercial in character with a mix of uses including premises serving the motor trade, rural supply, and service industry.

The red circles on the map in the side-bar indicate the different options for the expansion of business uses that were investigated.

The preferred options (shown in solid red) are:

- The "strip" of land along Waharoa Road East, connecting the town centre to the existing large-format retail development to the north; and:
- The area adjoining the existing Business Zone to the west, south of Peria Road.

The extension of the business area along Waharoa Road East will enable the "large-format" retail area to be incorporated into the town centre, while the new western business area will be able to accommodate new large-format retail, or commercial uses.



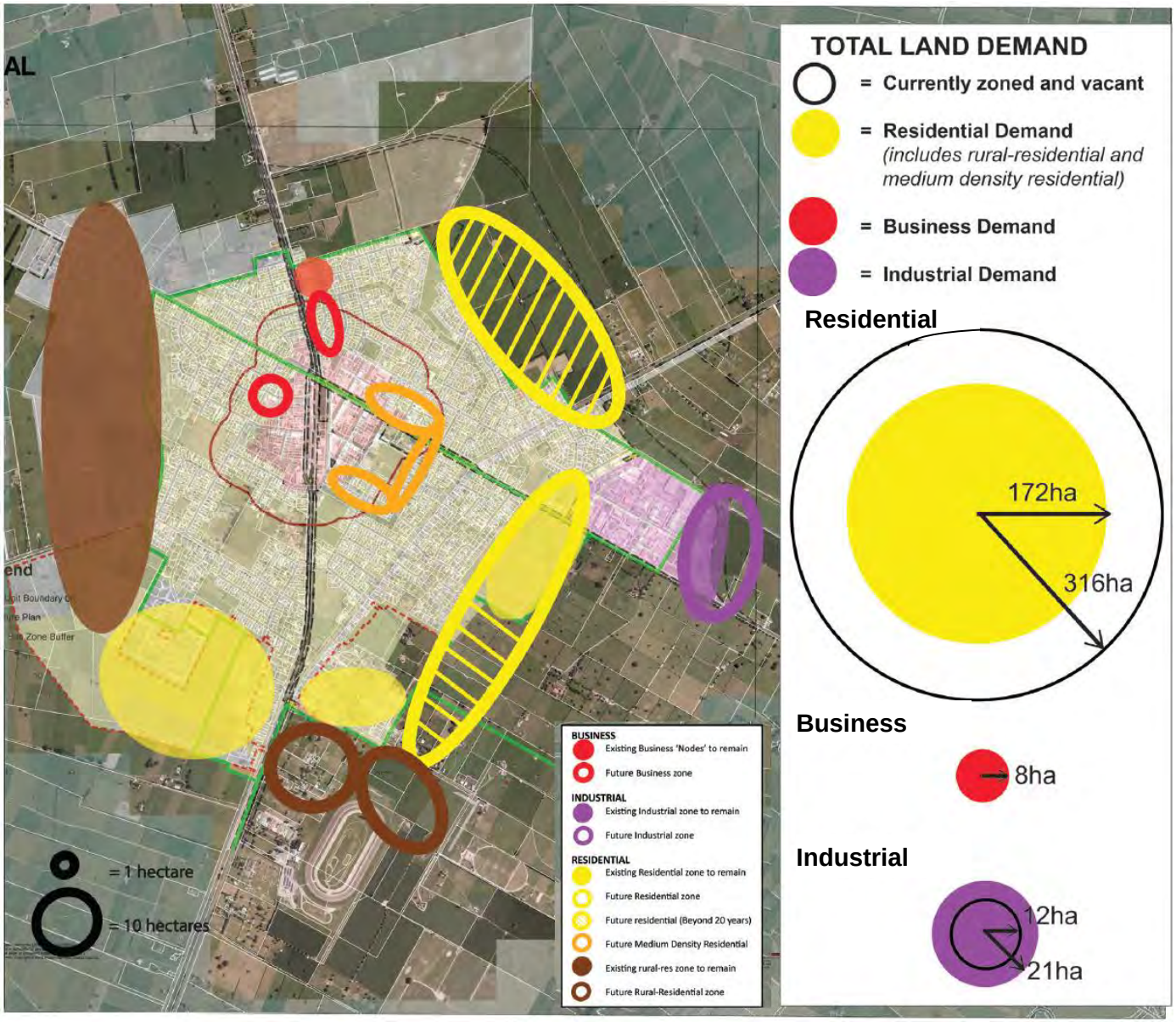
Industrial

Many of the land uses located in the Business Zone, along State Highway 27 and on the periphery of the town centre, such as the large contractor's yard in Gouk Street, are more industrial than commercial in nature. Some of these uses (such as the contractor's yard) are a legacy of the historic development of Matamata. More recently, new service industries have also established on the town centre periphery, under the Operative District Plan provisions that permit light industry in both the Business and Industrial Zones.

The town's dedicated Industrial Zone is located on the eastern outskirts, north of State Highway 24. The area comprises service industry, larger-scale manufacturing including manufacturing of heavy machinery, engineering works, and warehousing.

Three options for industrial expansion were considered, as shown on the map in the side-bar (purple circles). The options considered are east of the existing Industrial Zone, south of the industrial area on the opposite side of State Highway 24, and an area south-west of town, opposite the racecourse.

The preferred option (shown solid purple) is the area adjacent (east) of the existing Industrial Zone. This area is well separated from residential areas, and is contiguous with the existing industrial development thus enabling the local road network to be integrated and additional traffic impacts on State Highway 24 to be mitigated.



9 Preferred Options

The map in the side-bar shows the current urban zones that make up the town of Matamata (background colours), overlaid with the preferred development options as previously described.

The circular scale to the right of the map shows the amount of land that is currently zoned and still vacant (black circles) compared to the projected demand for each land use (filled circle).

In summary, the preferred options for future development are:

Residential

- Low-density residential development is proposed on the south-western, south-eastern and eastern periphery of town, on vacant land already zoned Residential (solid yellow). The areas hatched yellow denote residential development that will likely only be required beyond the planning horizon. These hatched areas are currently zoned Rural.

- Medium-density residential development is proposed around the eastern edges of the town centre, on land currently zoned Residential, predominantly occupied by existing dwellings.

Northern Matamata

- Rural-residential development is proposed on the south-eastern periphery of town. The area concerned comprises the southern part of the solid brown circle shown on the previous page. It covers vacant land currently zoned Residential.

- Two lifestyle living areas are proposed. The first area is on the north-western periphery of town, comprising the northern part of the solid brown circle shown on the previous page. It covers vacant land currently zoned Rural-Residential. The second area is between Banks Road and the Matamata Racecourse, shown by the brown circles on the previous page. It comprises Rural zoned land already in small titles. The area is intended to accommodate the proposed “horse lots” referred to previously.

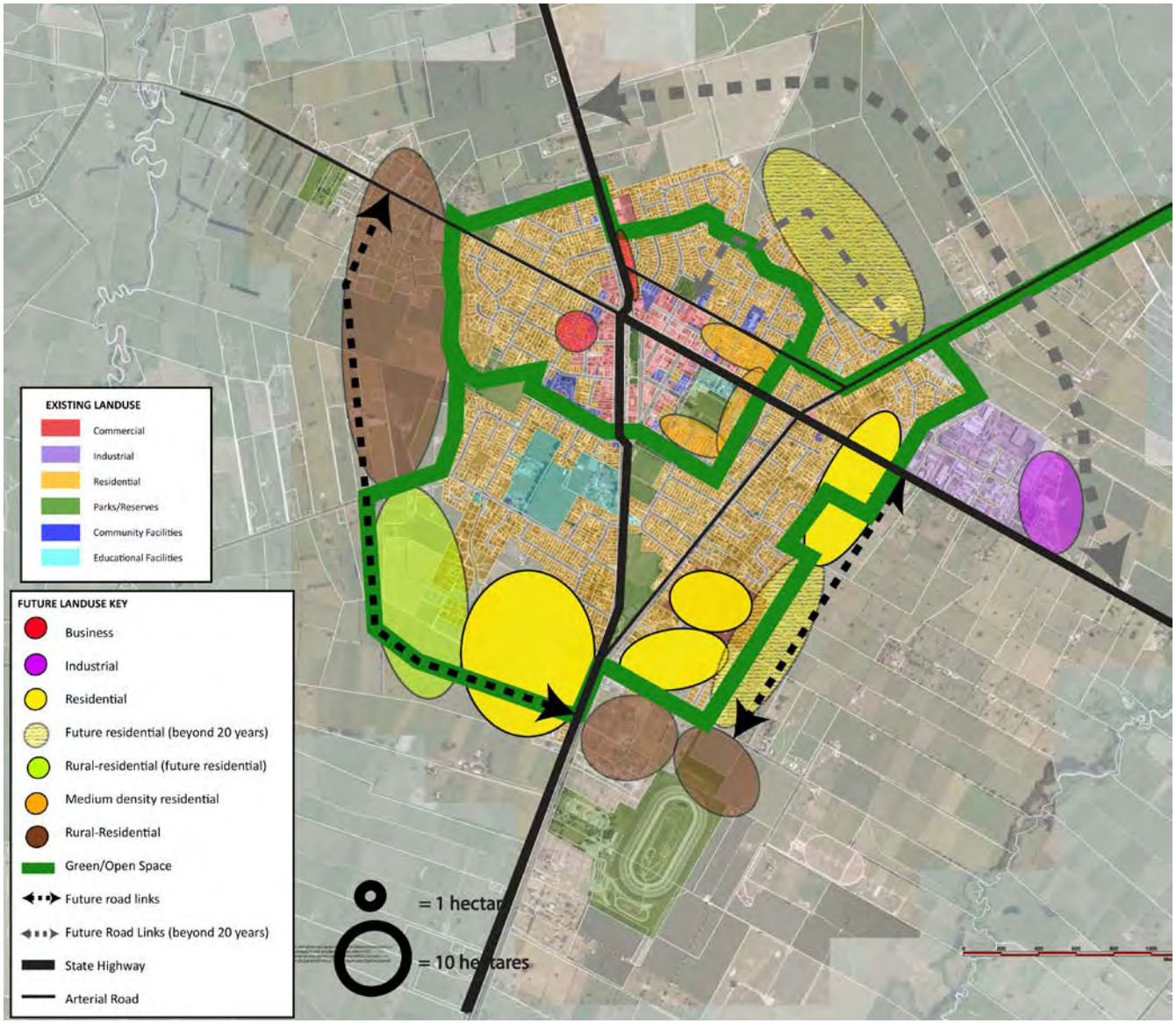
Business

- The red circles on the previous page denote the two areas proposed to be set aside for business use. Both areas comprise predominantly Residential zoned land currently occupied by existing dwellings.

Industrial:

- The purple circle on the previous page denotes the area proposed to be set aside for industrial use. The western half of the circle, shown solid purple, is current zoned Industrial and has been subdivided, but is predominantly still undeveloped. The eastern half of the circle is located on existing Rural zoned land.

The area of land shaded grey, to the north-west and south-west of town, is currently zoned Rural-Residential but is not required during the 20-year term of the town strategy.



10 Town strategy

The town strategy for Matamata, based on the preferred development options, is shown on the map in the side-bar.

The map indicates how the existing and proposed land-uses are to be integrated with the town's transport network and infrastructure.

From an integrated development perspective, the key elements of the strategy are:

- A compact urban form that preserves as much land as possible for productive use;
- Continuous pedestrian links and cycleways that connect the town centre, schools, and open spaces; create buffers between adjacent sensitive uses; and "channel" the movement of people along predetermined routes to ensure safe and convenient links across the state highways and railway line;
- A well-connected local road network that links all parts of town, minimising travel distances, enabling local traffic to use local roads, and supporting walking and cycling as alternative modes of transport by ensuring route continuity;
- Integrating land-use with infrastructure by ensuring that new development takes place in areas where there is capacity in the infrastructure networks or where capacity can be created cost effectively.

Town Strategies 2013–2033

Te Aroha

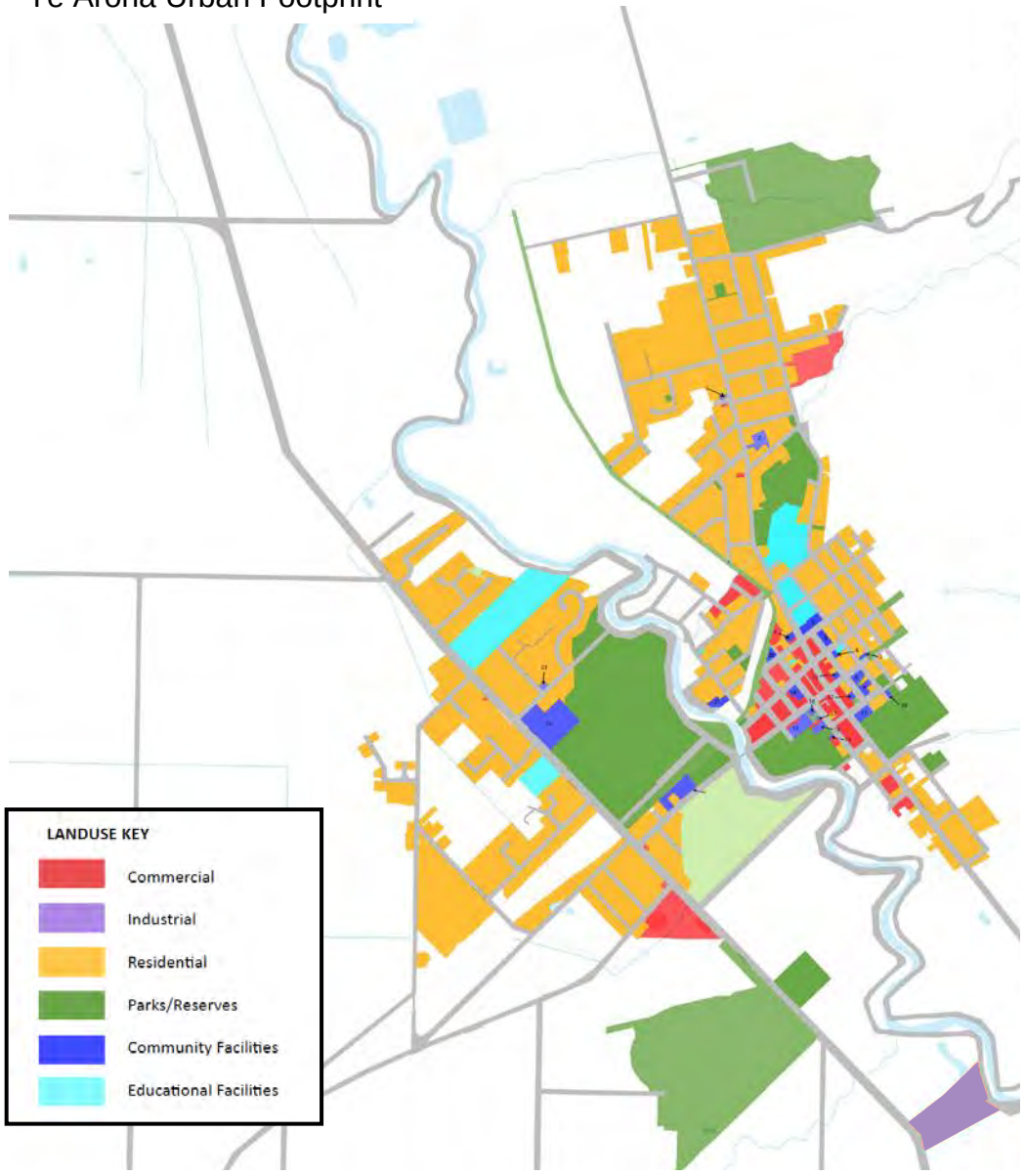





"Te Aroha will remain a small vibrant town. Our future will be in our heritage – our Mountain, our beautiful Waihou and the open spaces of our domain. Tourism – the hot pools, the Mountain, our heritage will be a significant player in our future which, we believe, will remain rooted in land-based activities."

(Te Aroha Community Outcomes 2010)

Te Aroha Urban Footprint



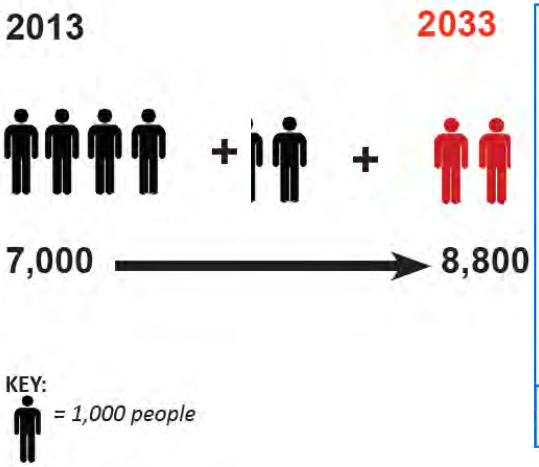
1 Introduction

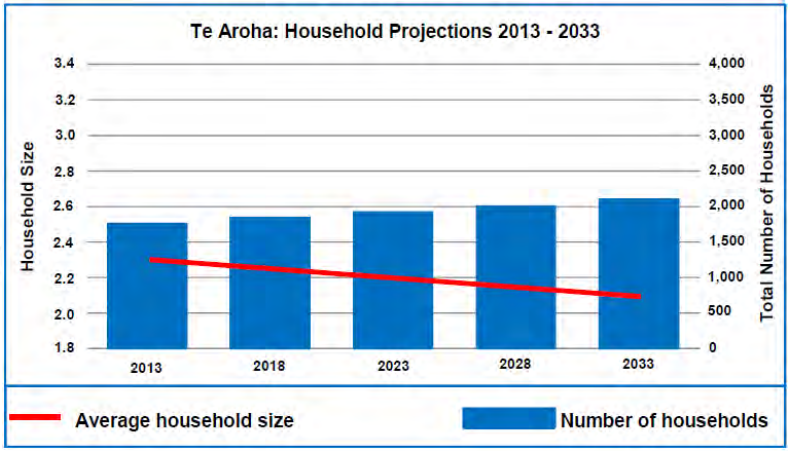
This Section looks at the projected growth and changes in the demographic composition of Te Aroha's population, its land budget, and transport and infrastructure networks. It also discusses the application of urban design principles to guide the town's future development.

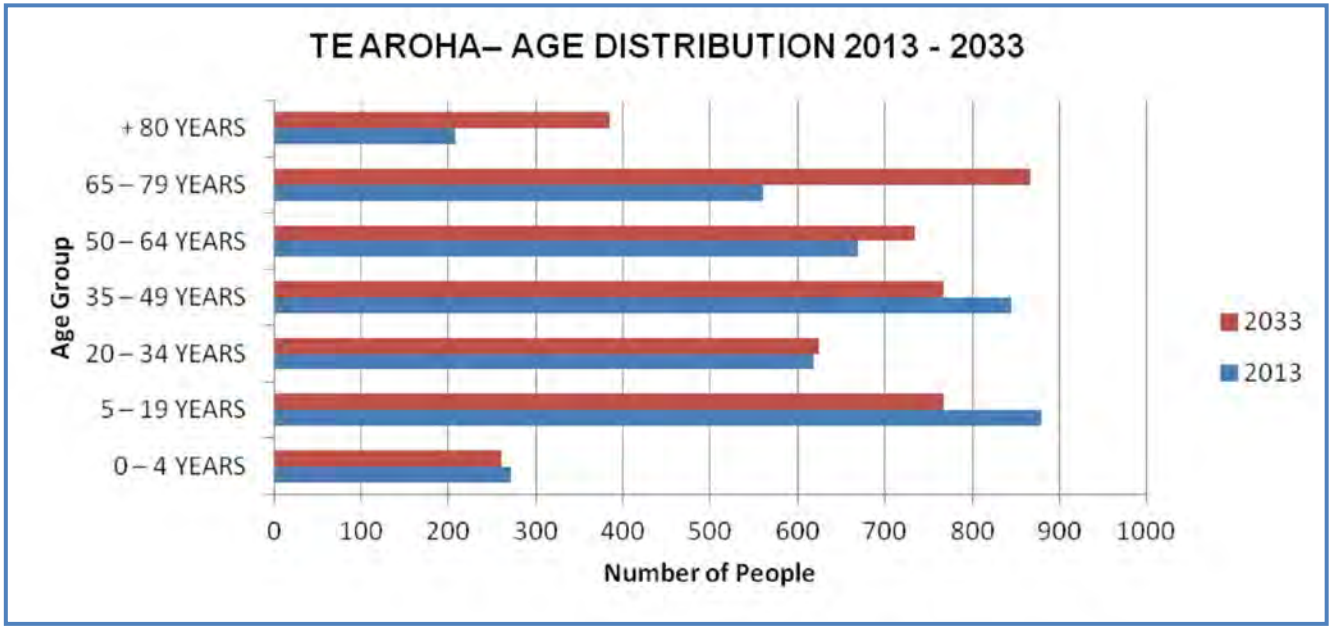
Opportunities and constraints are identified, and alternative development options are outlined.

The options are evaluated, taking into consideration the opportunities and constraints, consultation, and urban design criteria.

Based on the evaluation a preferred development strategy that ensures the integration of the town's future land uses with its transport and other infrastructure networks, is recommended.







2 Demographics

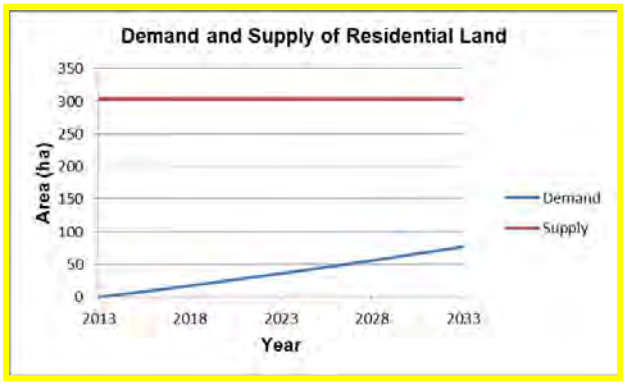
Te Aroha is the smallest of our three main towns with a current (2013) population of around 4,048 people, representing 1,768 households. The population of the town is estimated to increase by about 20 persons per year, to a total of 4,403 by the year 2033. The number of households is also predicted to increase by approximately 15 per year to 2,107 in 2033. The blue bars in the chart at the top of the page show the increase in number of households for five-year intervals during the twenty-year planning horizon. With ageing of the population, the household size is estimated to steadily decrease from 2.29 persons per household (2013) to 2.09 persons by 2033. The decrease in household size is shown by the red line that cuts across the blue bars in the same chart.

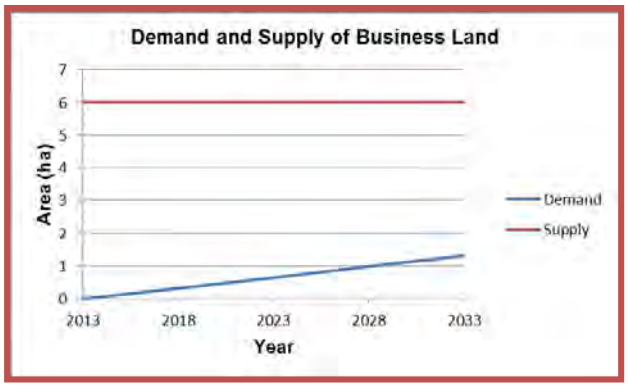
While the town's population is projected to show only moderate growth, more significant changes in the demographic composition are expected to occur. In line with global and national trends, growth will be characterised by an ageing population. The adjacent chart at the bottom of the page shows the current (2013) and predicted (2033) age distribution of Te Aroha's population. The majority of the increase in population will occur in the population groups older than 50 years, with the population in the younger age groups either remaining relatively stable or, for some age groups, showing a decline.

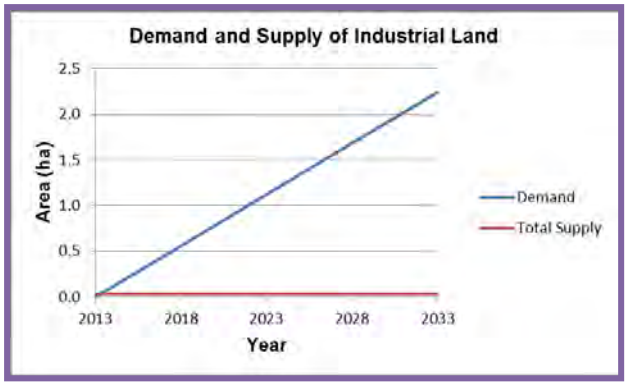
Total developed: 234 ha
Total zoned and vacant: 304 ha
Additional land required by 2033: 76 ha
Surplus of zoned land: 228 ha

Total developed: 18 ha
Total zoned and vacant: 6 ha
Additional land required by 2033: 1 ha
Surplus of zoned land: 5 ha

Total developed: 2 ha
Total zoned and vacant: 0 ha
Additional land requited by 2033: 2.5 ha
Shortfall in zoned land: 2.5 ha







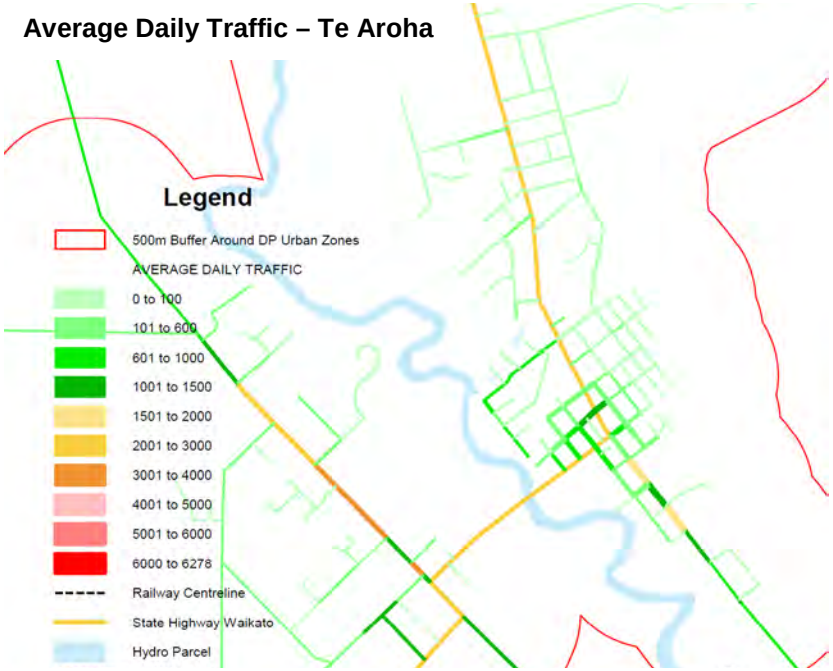
3 Land Budgets

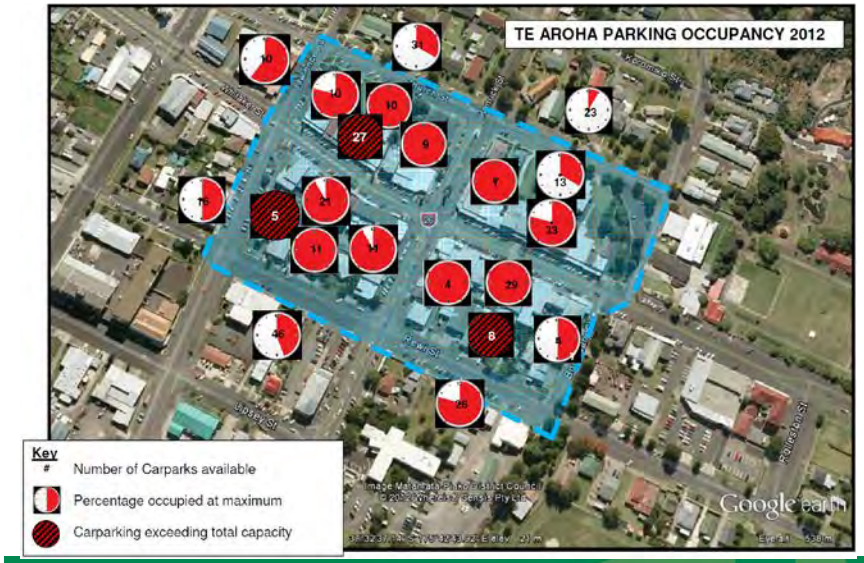
Residential
There is a supply of 304 ha of vacant Residential and Rural-Residential zoned land in Te Aroha (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 76 ha of residential land by 2033 (the blue line in the adjacent graph). Therefore, there is a surplus of 228 ha of land zoned for residential purposes.

Business
There is a supply of 6 ha of vacant Business zoned land in Te Aroha (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 1 ha of business land by 2033 (the blue line in the adjacent graph). Therefore, there is a surplus of 5 ha of land zoned for business purposes.

Industrial
There is no supply of vacant Industrial zoned land in Te Aroha (red line in the adjacent graph). It is estimated that there will be a demand for 2.5 ha of industrial land by 2033 (the blue line in the adjacent graph). Therefore, there is a shortfall of 2.5 ha of land zoned for industrial purposes, with additional land required in the short term.

Average Daily Traffic – Te Aroha





4 Transportation

Road network

Te Aroha's town strategy must recognise the significance of State Highway 26 as the highest order road, by avoiding development that uses this main through-corridor for local traffic functions, and by limiting the number of vehicle entrances that gains access from this road.

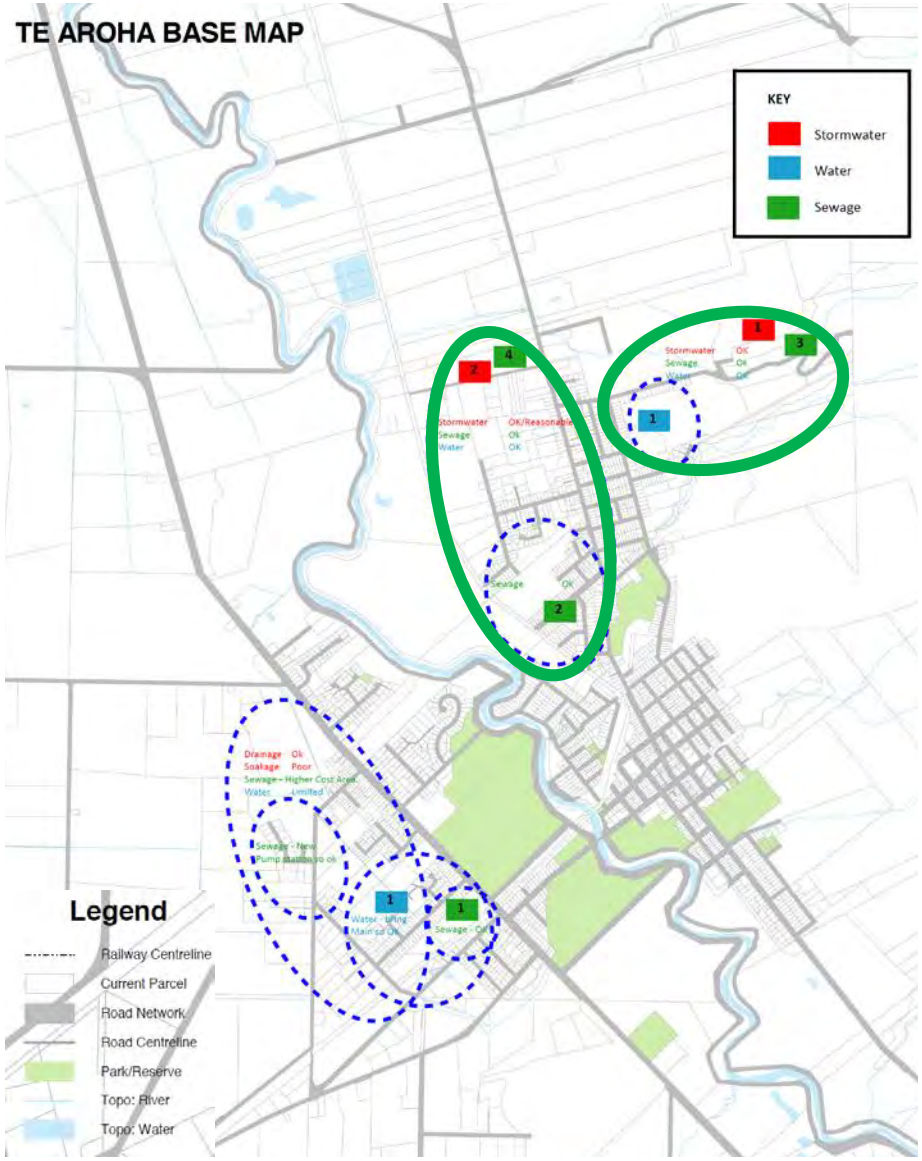
Little change in the inter-regional traffic flows through the town is expected. Consequently, a dedicated urban bypass around Te Aroha will not be warranted during the planning horizon. Lipsey/Burgess St is able to be used as a short route around the town centre, as an alternative to Kenrick/Whitaker St (State Highway 26), should the need for a bypass arise in the future. The connectivity of this alternative route around the town centre must be recognised and retained.

The town's road network carries relatively low traffic volumes and little change is predicted. The busiest routes (2,000 – 4,000 vehicles per day) are State Highway 26 and Stanley Ave, shown in orange in the map on the side-bar to the left. Assessment of the road network has not indicated a need to specifically exclude parts of the town from consideration for future development or intensification.

Town centre parking

There are approximately 340 public parking spaces in the town centre. The location of these spaces is shown in the map on the side-bar to the left, with the red circles indicating peak occupancy. Parking spaces nearest to the retail "core" have a high rate of occupancy. Overall, parking has not reached critical levels as, even during peak times, car parking will usually be available within a short walking distance from the retail "core".

No significant increase in parking demand in the town centre is predicted during the planning horizon and the provision of additional public parking is not envisaged. Should parking become increasingly constrained, the issue can be addressed through demand management such as enforcement of time limits or charging for parking.



5 Infrastructure

Water

The current average daily water demand, including industrial use, of Te Aroha equates to approximately 1,385 litres/head/day, or 5,607 m^3/day, with peak usage/day at 8,075 m^3. The projected growth of Te Aroha will increase the average daily demand to 5,700 m^3/day, peaking at around 8,200 m^3/day.

The consented water-take limit of 10,000 m^3 per day from local streams and rivers is adequate to meet future demand. However the capacity of the water treatment plant is severely limited, with more than half of the total supply currently taken by the town's two big industries (Inghams Enterprises and Silver Fern Farms). Therefore additional treatment capacity will be required, ideally within the next two years, but definitely by 2021.

Sewer

The town's average daily discharge of wastewater is 1,636 m^3/day (404 litres/head/day), with peak flows in the order of 5,200 m^3 during wet weather. The projected growth will discharge an additional 78 m^3 of wastewater per day.

The treatment plant has a capacity of 1,840 m^3 per day with additional storage capacity in the old oxidation ponds. The town's projected growth will not affect the capacity of the wastewater treatment plant. However, the existing reticulation is in poor condition and the trunk mains are under stress. Development outside the existing urban limits will require significant expenditure on sewer reticulation.

Stormwater

The discharge of reticulated stormwater is constrained by the limits on the town's comprehensive discharge consent. Disposal of stormwater in the western part of town is particularly constrained, due to the limited capacity of the western watercourse.

Development suitability

As far as provision of reticulated infrastructure is concerned, the northern areas of Te Aroha, indicated by the green circles on the map in the side-bar, are considered most suitable for future development.

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6 Urban Design

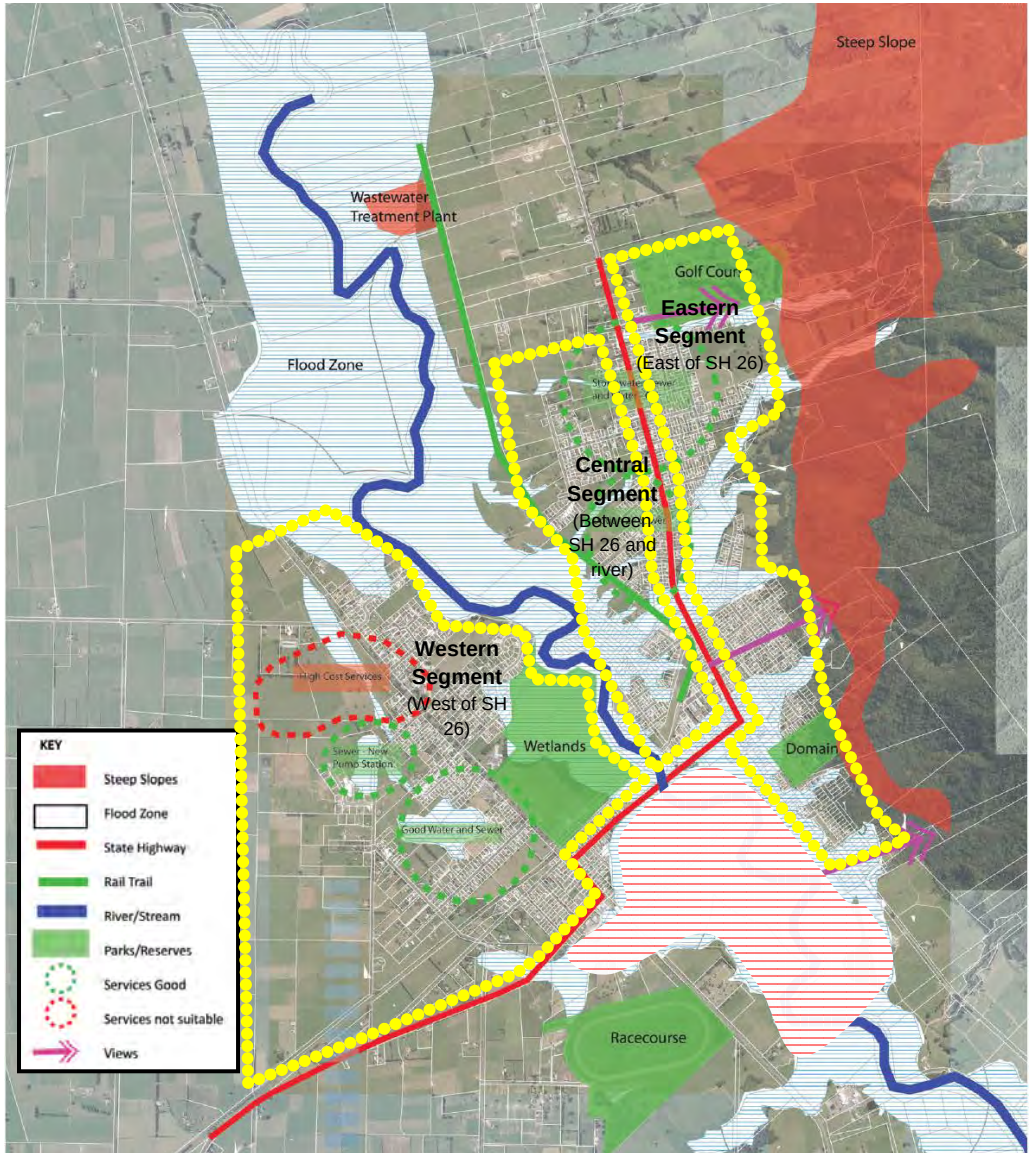
The table below summaries key urban design principles and objectives and their application in the preparation of Te Aroha's town strategy:

Te Aroha

Principle	Urban Design Objective	Application in Te Aroha
Consolidation and dispersal	• Increase employment and residential capacity, where appropriate. • Focus walkable nodes and businesses on arterial routes so they benefit from the movement economy. • Provide compact and efficient public open spaces near the core, and larger ones towards the periphery.	• Keep the town compact through "in-fill" of currently vacant land within the town boundaries i.e. the areas off Spencer/Stirling Street, between the railway reserve and Aroha View Avenue, behind the primary school south of Stanley Avenue, and off Dunlop Crescent. • Provide for expansion of the Mills/Hubbard St business node within the existing Business Zone - good access from Whitaker Street (SH 26). • Provide for business expansion adjacent to the town centre, south-east along Whitaker Street (existing Business Zone) to link with the Domain and the office complex in the block between August and Wild Streets - good access off Whitaker Street. • Concentrate medium-density housing around the Domain, and adjacent (north-west) of the town centre near the former railway station– walking distance from shops and amenities. • Integrate the existing open space network (Domain, Herries Park, Boyd Park/sport fields, and the Howarth Memorial Wetlands), with future development.
Integration and connectivity	• Develop a logical structure of connected routes. • Provide cycle and pedestrian routes that offer good continuity. • Integrate public and private transport networks with each other, and with the land uses they serve. • Promote a well-connected local movement system which is well integrated with land uses. • Provide street connections to the adjoining neighbourhoods. • Ensure busier roads and arterials still have lively frontage conditions; provide service lanes where direct access is unachievable.	• Recognise and enhance the role of the section of the Hauraki Rail Trail within town, as open space link, and pedestrian and cycle route. • Create a pedestrian/cycle way along the rail corridor, from the former railway station where the Rail Trail ends, across the former railway bridge, to link with Boyd Park. • Provide for the development of a continuous walkway along the Waihou River. • Integrate the Domain with the town's network of open space links. • Provide for a new pedestrian crossing over the Waihou River to connect the western and eastern sides of town. • Ensure that new development has good road and pedestrian connections to neighbouring existing development. • Provide for expansion of the existing industrial/commercial activities at the intersection of State Highway 26 and Stanley Road South - good access to inter-regional transport route.

Principle	Urban Design Objective	Application in Te Aroha
Diversity and adaptability	• Locate new land uses where they will achieve good synergy with existing uses. • Ensure adjacent uses are compatible. • Provide an appropriate distribution of amenities, such as shops, schools and parks, where the communities they serve can easily access them. • Plan for a range of employment, residential, and community uses, which co-exist in a manner that strengthens the local condition and adds diversity. • Consider how the layout will accommodate changes in use over time. • Promote mixed-use buildings. • Develop highly connected street networks that can support a range of activities, which may change over time.	• Provide for industrial expansion adjacent to the existing commercial/ industrial node at the State Highway 26/Stanley Road South intersection - well separated from residential areas. • Provide for commercial expansion at the existing Mills/Hubbard St node which already has a commercial character. • Provide for future residential uses in areas that adjoin existing residential development. • Integrate the local street network with new development. • Consider the location of, and accessibility to, schools, open space, shops, and the town centre when determining the preferred location of new residential areas. • Locate medium-density residential development near the town centre, in locations that provide good pedestrian links and access to open space. • Promote a vibrant town centre by enabling upper floors of buildings to be used for residential purposes.
Legibility and identity	• Celebrate regional landmarks and natural features. • Use rivers and ridgelines to define the edges of communities. • Promote an urban form and movement network that is easily understood and negotiated. • Link landmarks and nodes with strongly defined paths. • Use contrast and differentiation in design to make each public space memorable.	• Recognise Mount Te Aroha, the historic Te Aroha Town Centre and Domain, Waihou River, Howarth Memorial Wetlands, Hauraki Rail Trail, and the Te Aroha Racecourse as important landmarks, and consider ways to integrate the landmarks into the town by improving links between them. • Use the foothills of Mount Te Aroha as the eastern edge of town, and the Waihou River floodplain as the south-eastern edge thereby focussing new development to the north. • Recognise and provide for the expansion and development of the town's tourism potential.
Environmental responsiveness	• Provide catchment management plans that define areas for urban concentration, and habitats and natural features for retirement for stormwater management. • Consider the distribution of open spaces, and the relevance of their size and function. • Protect ecologically sensitive habitats such as streams and wetlands. • Use large park areas, river or stream edges, and waterfronts as opportunities to integrate ecological restoration. • Provide for continuity of green networks where the specific movements of wildlife, or waterways, require this.	• Protect the habitats of the Howarth Memorial Wetlands, the Waihou River, and Mount Te Aroha. • Use the Waihou River margins, floodplains, and wetlands to integrate ecological restoration. • Use the river margins to create continuous pedestrian paths and cycleways. • Direct development away from areas susceptible to flood hazards. • Connect open spaces with continuous pedestrian links. • Promote the heritage character of Te Aroha. • Recognise the heritage value of the Te Aroha Domain. • Recognise the significance of Mount Te Aroha as a natural feature. • Recognise the cultural significance of Mount Te Aroha to Maori.

7 Opportunities and Constraints



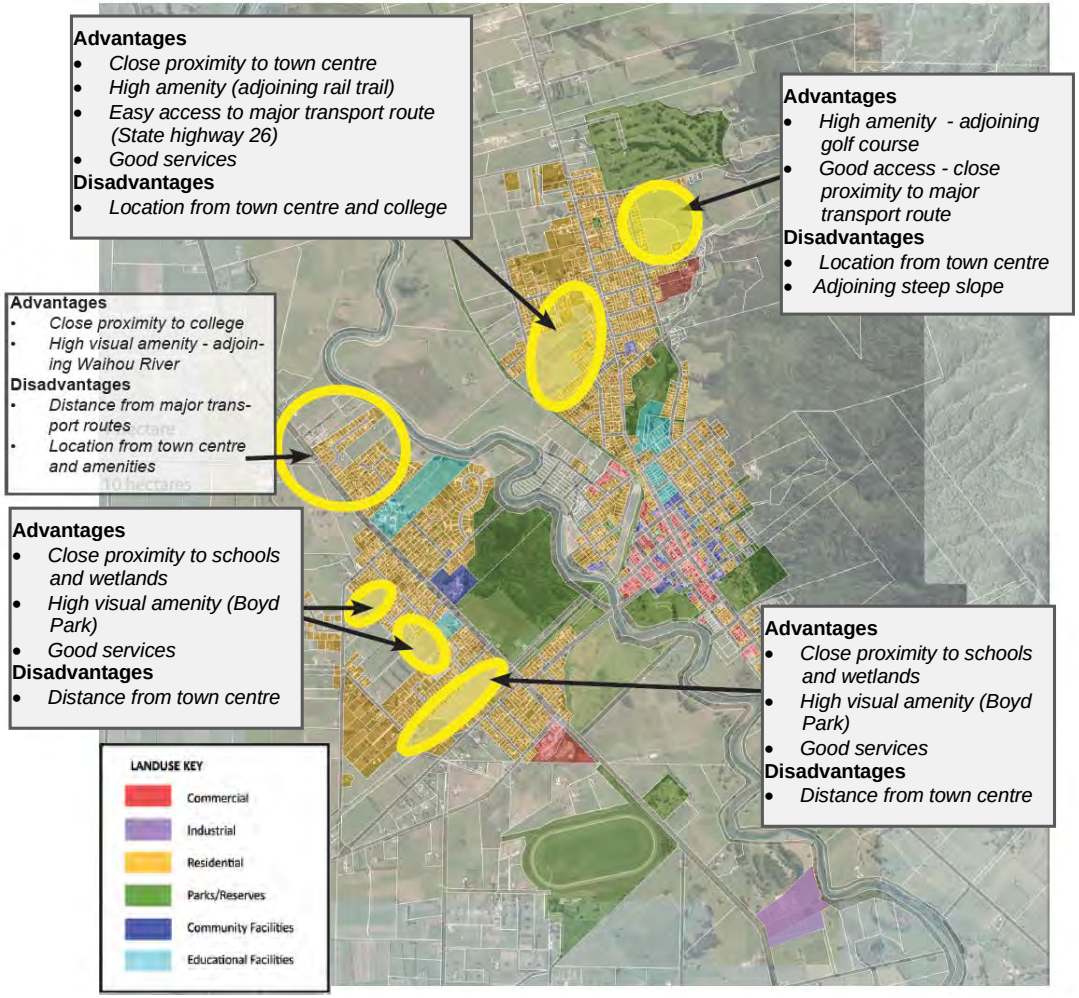
The development opportunities and constraints that informed the strategy for the future expansion of Te Aroha are shown on the map in the side-bar and are summarised below:

Opportunities

- **Services** (water, stormwater and wastewater) - there is additional capacity for new development on the north-eastern and south-western periphery of town (green circles).
- **Golf course** - high amenity in the area adjoining the large open space.
- **Wetlands** - high amenity area rich in wildlife, with recreational opportunities.
- **River** - high amenity area with recreational opportunities.
- **Inter-regional access** – State Highway 26 (red line).
- **Views of Mt Te Aroha** – High visual amenity (purple arrows).

Constraints

- **Services** (water, stormwater and wastewater) - there are limitations on the provision of reticulated services to the west of Te Aroha (red circle).
- **Steep contours** – urban development should avoid areas higher up the foothills of Mt Te Aroha that comprise steep slopes - high development costs and visual intrusion (red shading).
- **State highway** - development in proximity to this transport corridor (red line) is susceptible to noise and vibration. The state highway divides the town in three “segments” (yellow dotted lines). The local road network within each “segment” must be well connected to minimise the need for local traffic to use the state highway network to travel within the “segment”.
- **Flood hazard** – development must avoid the large areas of Te Aroha that are susceptible to flooding and ponding of flood waters (light blue hatched area along the river).
- **Flood plain** – the large flood plan to the south of Te Aroha (red hatch) forms a southern edge to the town’s limits.



8 Development Options

Residential

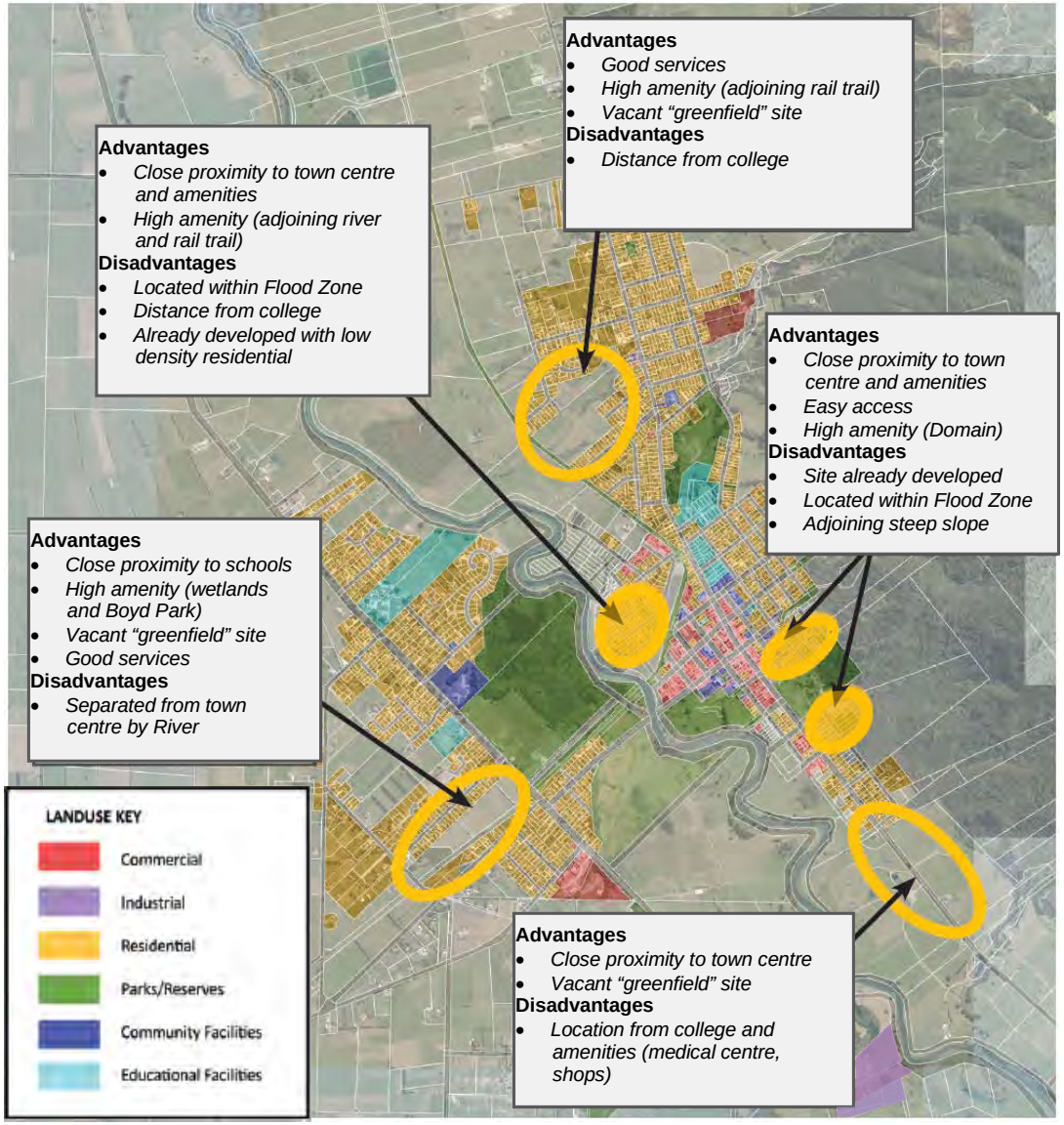
Historically, residential development in Te Aroha has occurred along Whitaker Street, south towards Wairongomai, and north-west of the town centre in the vicinity of the former railway line. More recent residential subdivisions have taken place in the south-western part of town, between Stanley Avenue and the Waihou River; and south of Stanley Avenue, off Aroha View Avenue.

The current pattern of residential development is characterised by predominantly low-density detached dwellings. Section sizes in the older parts of town closer to the town centre are around 500 m^2, while the later subdivisions (and even the modern subdivisions created in the past decade) typically comprise "quarter-acre" (about 1,000 m^2) sections. Few infill subdivisions have, to date, occurred in Te Aroha.

The yellow circles on the map show the different options considered for greenfield residential development. The preferred options for residential expansion (solid yellow) are:

- Three areas to the west of town, south of Stanley Avenue, currently vacant and already zoned Residential;
- The area off Stirling and Spencer Streets located in the middle of town, between Centennial Avenue and the rail trail. This area is also currently vacant and already zoned Residential; and:
- The elevated area off Tui Road on the northern periphery of town, adjacent to the golf course, which is currently zoned Rural-Residential.

Enabling development in the identified areas will ensure that residents have a range of locations to choose from depending on their circumstances, for instance: proximity to schools (shown light blue) and open space/sports facilities (green) for young families; or access to the town centre (red), community facilities (dark blue), and golf course for retired people.



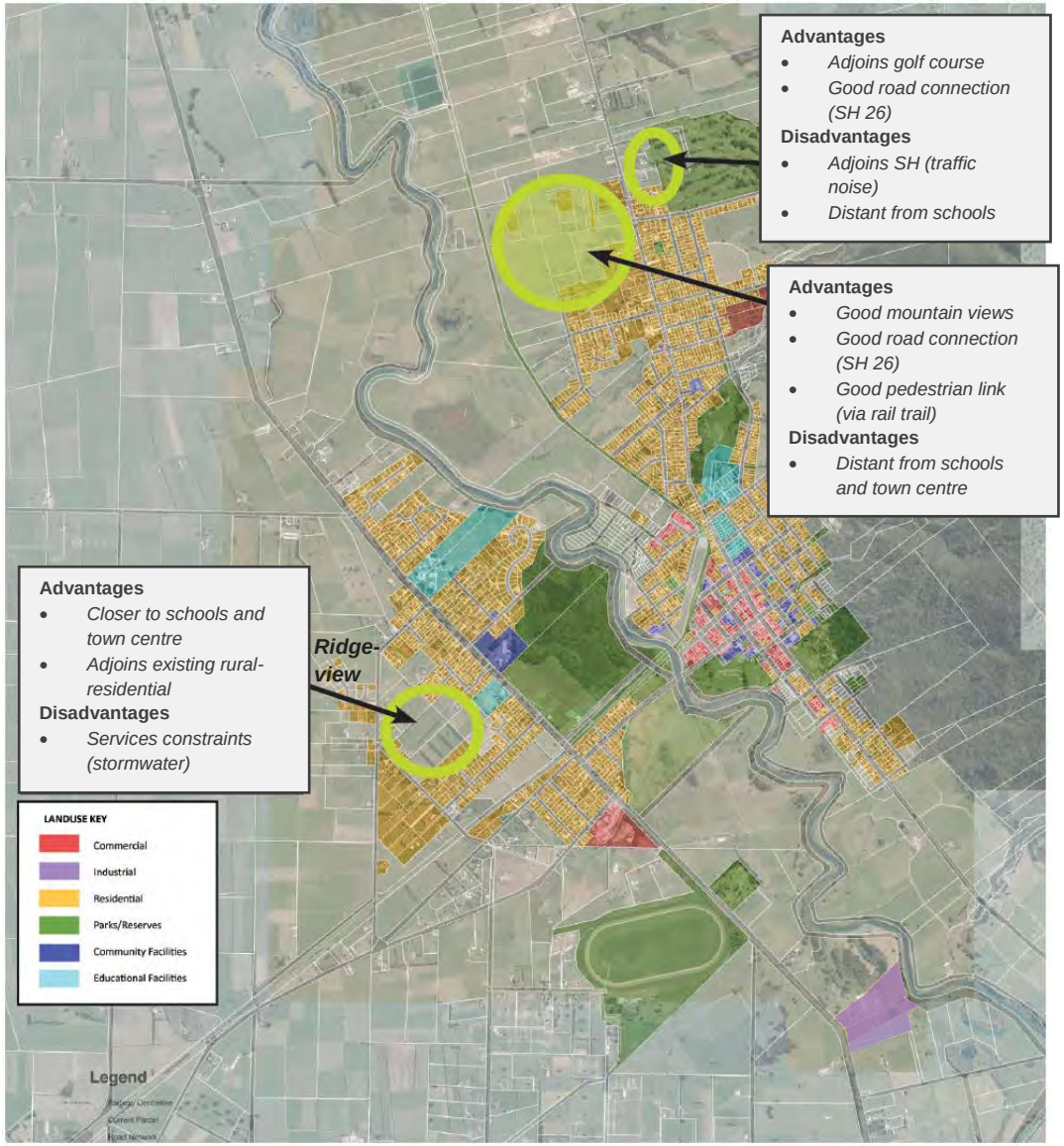
Medium-density residential

It is recommended that the development strategy for Te Aroha should identify areas that are suitable for medium-density residential development. Whereas the residential areas of Te Aroha currently contain predominantly detached and semi-detached dwellings, the proposed medium-density areas will be suitable for other housing typologies such as group, cluster, or row-houses, and retirement cottages; at a slightly higher density compared to the other residential areas.

Provision for medium-density residential development is considered to be an appropriate response to the likely long-term trend towards an ageing population. Setting aside specific areas for medium-density residential use means that additional demand on roads and services due to intensification can be anticipated and planned for. It also means that these areas can be developed with their own unique appeal, without impacting on the established character of the rest of the residential area.

The map in the side-bar shows the various options considered for medium-density development (orange circles). The following two localities (solid orange circles) are preferred:

- The area immediately to the north-west of the town centre, adjacent to the rail trail, near the former Te Aroha Railway Station. The area concerned is currently zoned Business but comprises a large tract of vacant land with easy access to the town centre; and:
- The area adjacent (on both sides) to the Domain, currently occupied by residential and other buildings, predominantly zoned Business and Residential. Development in this locality will benefit from the high amenity location and access to sport and spa facilities on the adjacent Domain. However, it is recognised that the terrain is steep so that the area will not be suitable for the mobility-impaired.



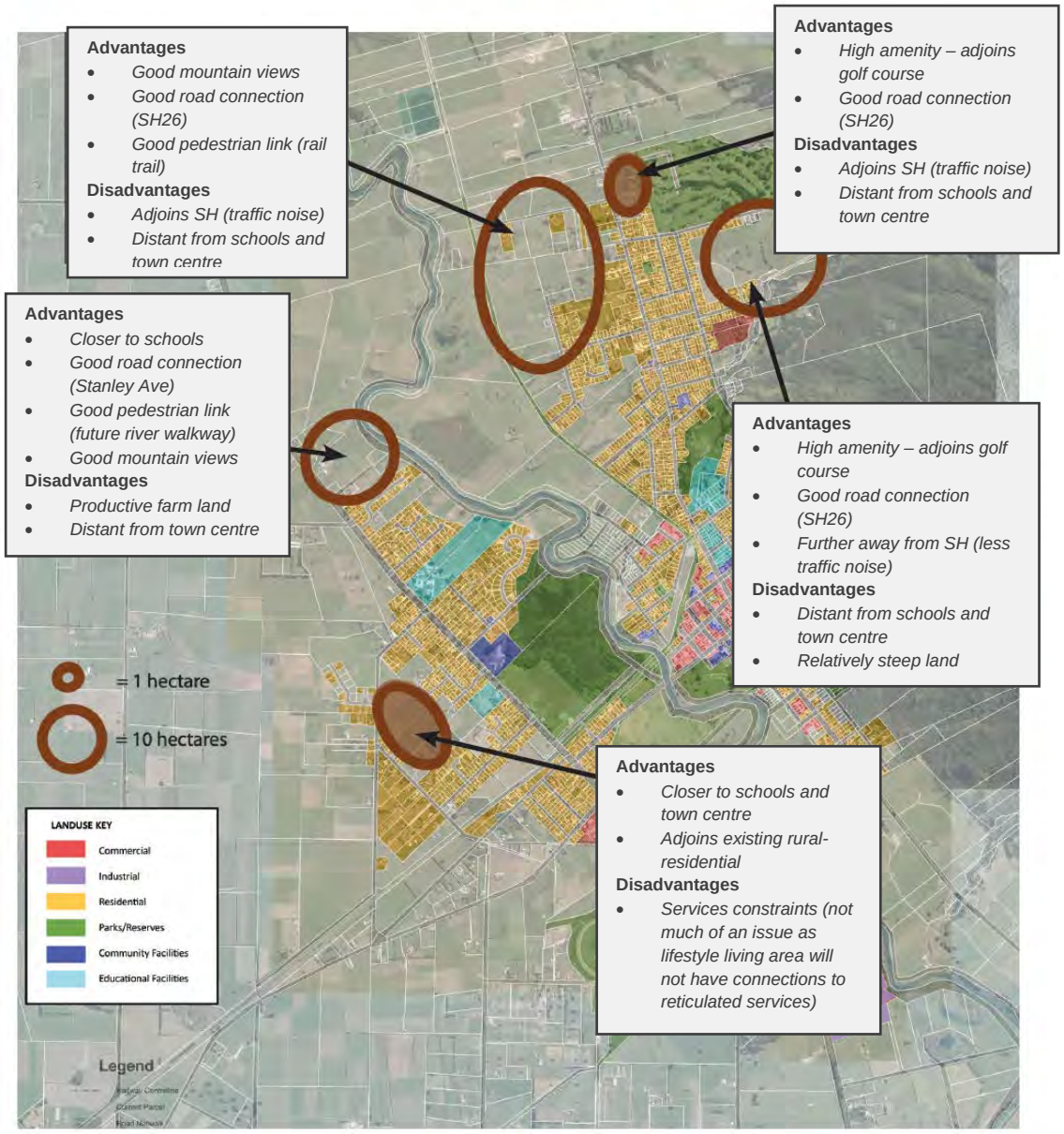
Rural-residential

Existing rural-residential development occurs predominantly on the south-western periphery of town in two adjacent locations:

- The triangular area between Bosson Rd, Grattan Rd, and State Highway 26. Lot sizes in this area differ across a wide range, from around 1 ha to several hectares, with many lots used for small-scale farming. Some of the lots in this area are connected to the town's water reticulation. Most of the lots rely on on-site wastewater disposal.
- West of Grattan Rd, opposite the Grattan/Bosson Rd intersection (Ridgeview Drive), where lot sizes range from 1,500 m^2 – 3,000 m^2. Ridgeview Drive is a recent development and is more akin to large-lot residential, as compared to rural-residential development. The Ridgeview Drive development has connections to both the town's water and wastewater networks.

The green circles on the map in the side bar show different options for greenfield rural-residential development. The preferred option for future rural-residential development is the area on the northern periphery of town (solid green). The area is already zoned Rural-Residential, has good views towards Mt Te Aroha, is close to the golf course, and has good road connections to the town centre.

Long-term, it is envisaged that the rural-residential area will be able to be further intensified through infill subdivision, depending on demand and the availability of reticulated services. To this end, building platforms and future road connectivity will need to be pre-determined so as not to compromise later subdivision. This will enable the town to grow beyond the planning horizon, by means of further intensification rather than to sprawl beyond these limits.



Lifestyle living

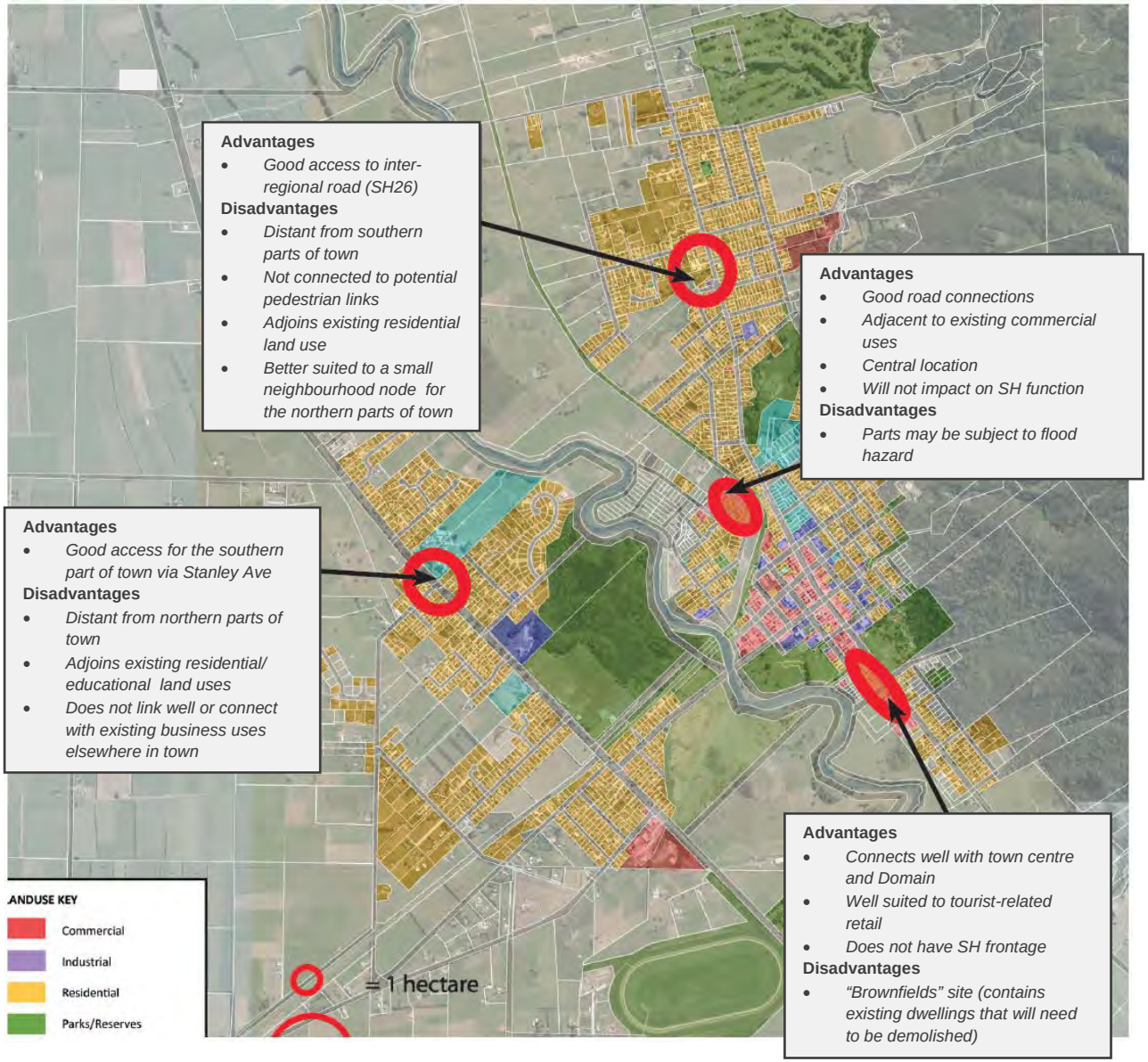
It is recommended that the development strategy for Te Aroha include a "lifestyle living" option. The lifestyle living area will differ from the rural-residential area in that further subdivision is not envisaged in this zone. Rather, large lot sizes will be retained to preserve the rural-residential character of the area for the long-term.

The introduction of the lifestyle living concept will appeal to those rural-residential dwellers who seek assurance that their privacy and amenity will not be eroded over time through infill subdivision, envisaged in the rural-residential area.

To preserve the appeal of the lifestyle living area, minimum lot sizes will be larger than in other rural-residential areas. With larger lot sizes, the lifestyle living area will also retain the potential for the land to continue to be used for small-scale farming, whereas the rural-residential areas will typically have the character of a large-lot residential area comprising large dwellings surrounded by mown lawns.

The lifestyle living area will rely on on-site services and will not be connected to the town's water or wastewater reticulation. Road formation standards will also be different, reflecting the area's peri-urban character.

The alternative options investigated for lifestyle living are shown as brown circles on the map in the side-bar. The preferred options are: the area adjoining the golf course on the northern periphery of town, and an area on the south-western periphery of town where constraints on reticulated services will in any event limit further subdivision. Both areas are currently zoned Rural-Residential.



Business

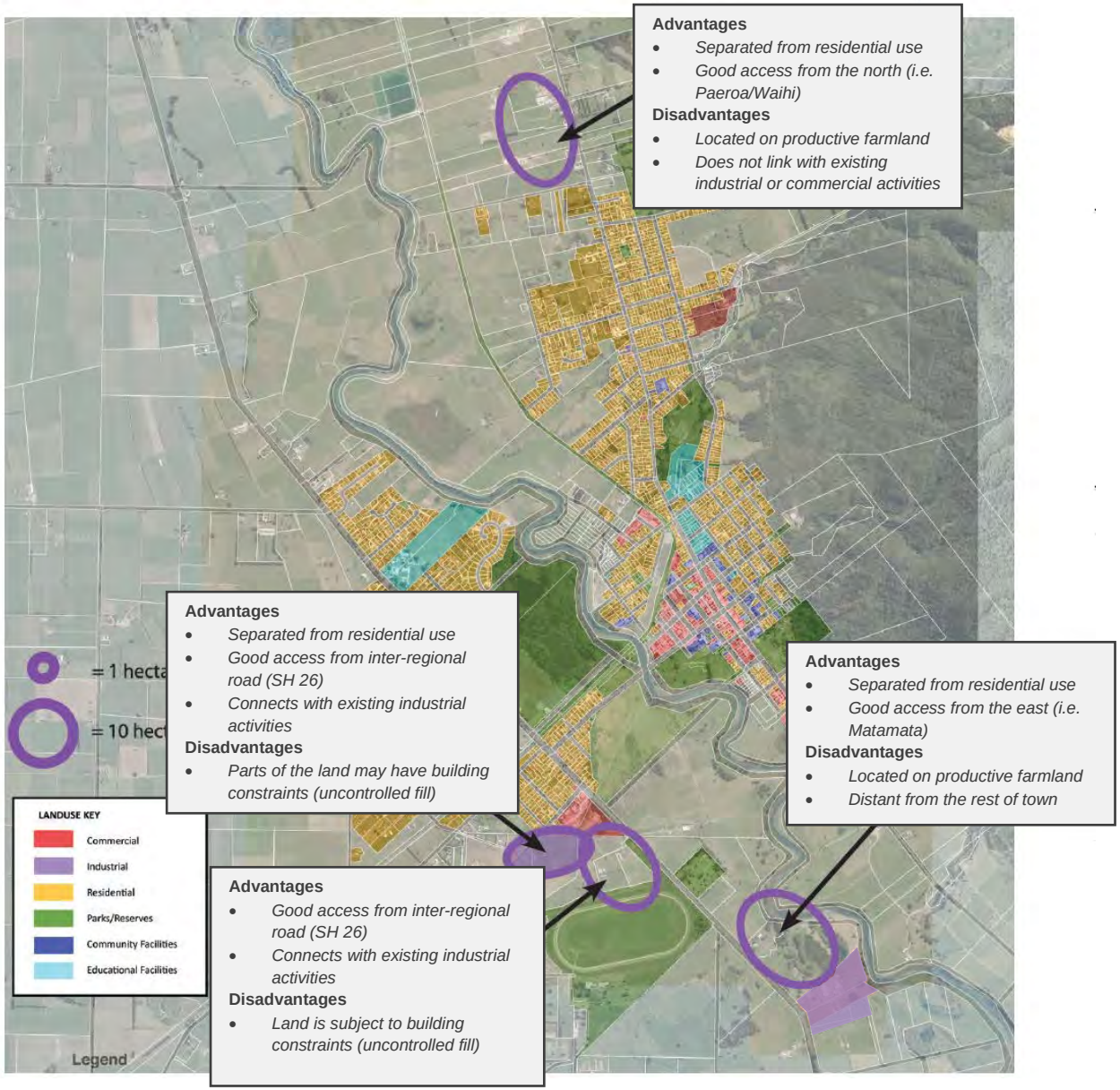
Te Aroha's Business Zone comprises three areas:

- A 1 km "strip" of land straddling Whitaker St between Ema St in the north-west, and Wild St in the south-east;
- The triangular land portion between the former railway line, Whitaker/Kenrick St, and the river; and:
- The Mills/Hubbard St node, west of the Ema/Whitaker St intersection.

The historic town centre (still the main retail area) is along the part of Whitaker St immediately adjacent to the Kenrick St intersection. The remainder of the zone, surrounding the town centre, comprises a mix of offices, commercial activities, service industry, and rural supply stores.

The red circles on the map in the side-bar indicate the different options for the expansion of business uses that were investigated. The two preferred options (shown in solid red) are:

- The land at the southern end of the town centre, opposite the Domain, which is currently Business zoned but largely vacant or in residential use. This area will be suitable for the development of tourist-related retail and will link the town centre with the adjacent office block to the south-east.
- The Mills/Hubbard St node which is also currently Business zoned with large parts still in residential use. This area has good road connections with State Highway 26, but does not have direct highway access that could affect the function of the inter-regional through-route. The area is well suited for expansion of commercial uses.



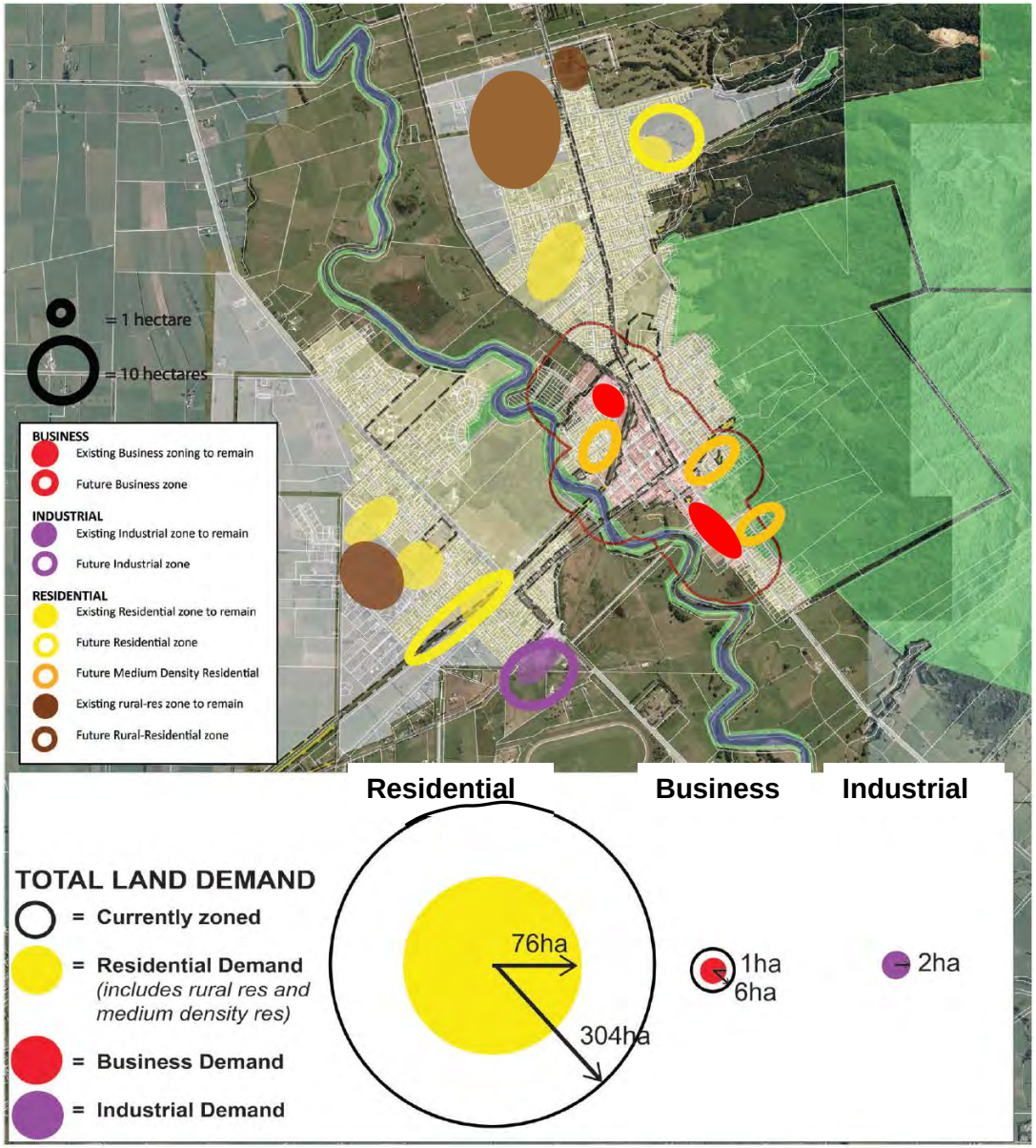
Industrial

Many of the land uses located in the Business Zone are more industrial than commercial in nature. Some of these uses (such as the engineering works in the Mills/Hubbard St node) are a legacy of the historic development of Te Aroha. More recently, new service industries have also established on the town centre periphery, under the Operative District Plan provisions that permit light industry in both the Business and Industrial Zones.

The town's dedicated Industrial Zone is located on the southern periphery of town, at the Stanley Rd South/State Highway 26 intersection. The area currently accommodates a bus/transport depot, engineering works, rural processing facility, and a demolition/second-hand building supply store. The meat works, further south-east of town is also zoned Industrial, but all of the zoned land is already occupied by the processing facility.

Four options for industrial expansion were considered, as shown on the map in the side-bar (purple circles).

The preferred option (shown solid purple) is the area adjacent (south) of the existing Industrial Zone. This area is contiguous with existing industrial development, separated from residential development, with good connection to State Highway 26 via internal access from Stanley Road South. The area concerned is currently partly zoned Residential, and partly Rural.



9 Preferred Options

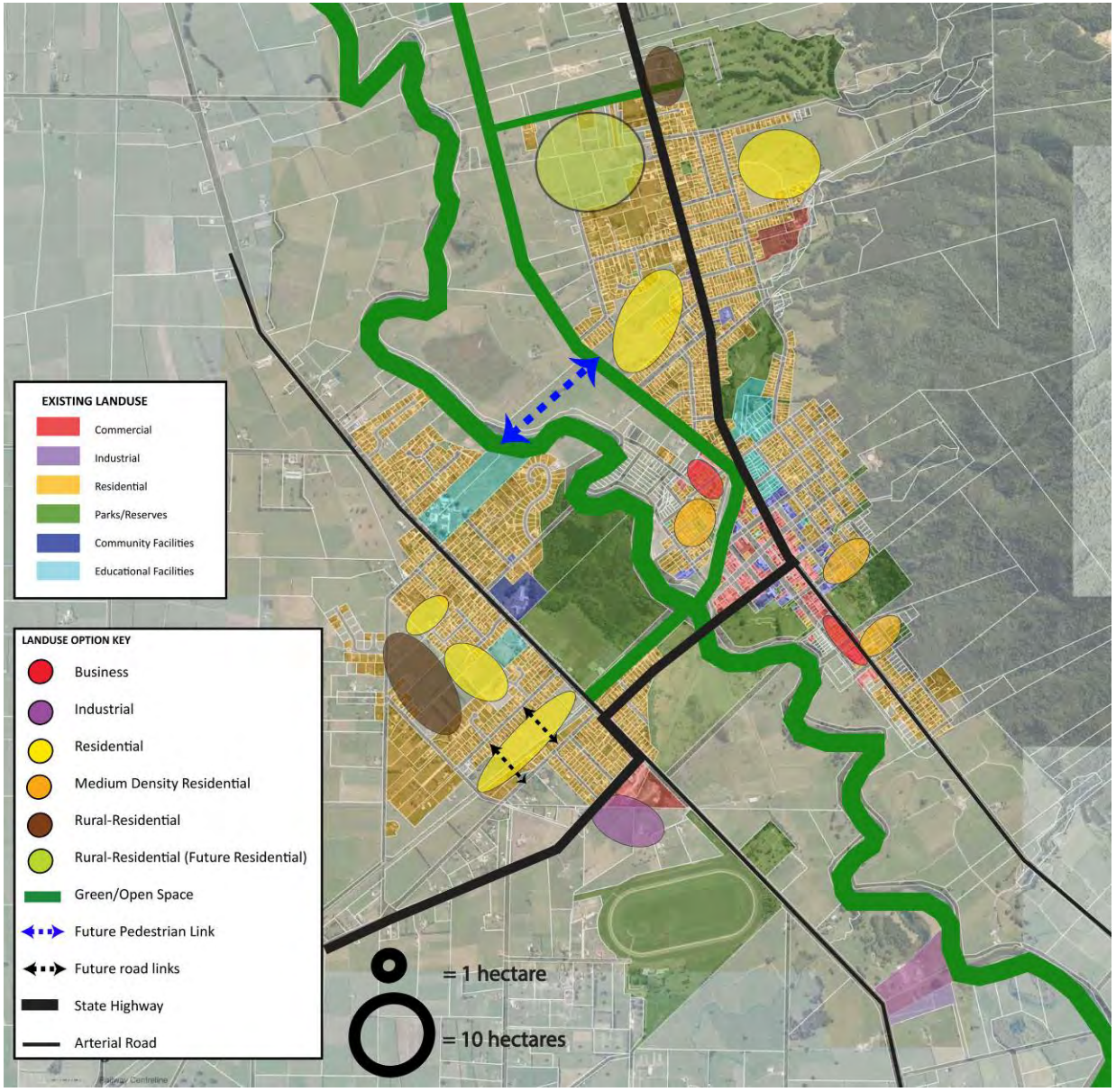
The map in the side-bar shows the current urban zones that make up the town of Te Aroha (background colours), overlaid with the preferred development options as previously described. The circular scale at the bottom of the map shows the amount of land that is currently zoned and still vacant (black circles) compared to the projected demand for each land use (filled circle). The preferred options are:

Residential
Low-density residential development is proposed on vacant residentially zoned land (shown solid yellow); and vacant rural-residentially zoned land (yellow circles). Medium-density residential (orange circles) is proposed north-west of the town centre and adjacent to the Domain, on land currently zoned Business and Residential. It is noted that medium density housing development will need to be subject to development guidelines so as not to detract from the historic character of the town. Rural-residential development is proposed on land already zoned Rural-Residential, on the northern periphery of town (solid brown). Lifestyle living areas (also shown solid brown) are proposed adjacent to the golf course (currently zoned Rural), and north-east of Bosson Rd (currently zoned Rural-Residential).

Business
The two solid red circles denote the areas to be set aside for business use. Both areas comprise land already zoned Business.

Industrial
The purple circle denotes the area proposed to be set aside for industrial use. The northern part of the circle is zoned Industrial and is partly occupied. The remainder of the circle is located on existing Residential and Rural zoned land.

The area of land shaded grey, to the west of town, is zoned Rural-Residential but is not required during the term of the town



10 Town strategy

The town strategy for Te Aroha, based on the preferred development options described previously, is shown on the map in the side-bar.

The map indicates how the existing and proposed land-uses are to be integrated with the town's transport network and infrastructure. From an integrated development perspective, the key elements of the strategy are:

- A compact urban form that preserves as much land as possible for productive use;
- Continuous pedestrian links and cycleways (incorporating the rail trail) that connect the town centre, schools, and open spaces, and create buffers between adjacent sensitive uses;
- Provision for a pedestrian route/cycleway across the river, to link the eastern and western sides of Te Aroha. One possible means of implementing the proposed river crossing is to extend Shakespeare St as a pedestrian walkway to connect with the existing pipe bridge, and to convert the pipe bridge for pedestrian use;
- A well-connected local road network that links all parts of town, minimising travel distances, enabling local traffic to use local roads, and supporting walking and cycling as alternative modes of transport by ensuring route continuity; and:
- Integrating land-use with infrastructure by ensuring that new development takes place in areas where there is capacity in the infrastructure networks or where capacity can be created cost effectively.

matamata piako district council

Conclusion

The strategies for the District's three main towns of Morrinsville, Matamata, and Te Aroha outlined in this report are long-term spatial frameworks intended to provide direction on managing the future growth of our urban areas by illustrating the indicative nature and location of development in years to come.

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 residential use (i.e. the combined land area of the existing Residential and Rural-Residential Zones), in all three towns.

The following changes in the provision of land set aside for business and industrial uses are recommended:

- **Morrinsville:** An additional 3 ha of land should be set aside for business uses. In addition, the strategy makes provision for the expansion of the Avenue Road Industrial Zone, which may be required towards the end of the 20-year planning term.

- **Matamata:** An additional 8 ha of land should be set aside for business use, and an additional 9 ha for industrial purposes.

- **Te Aroha:** An additional 2.5 ha should be set aside for industrial use.

In terms of the preferred placement of land for the various urban uses, the town strategies for all three towns still align closely with the Operative District Plan, except:

- **Residential:** It is recommended that separate provision be made for four types of residential development; low-density, medium-density, rural-residential, and lifestyle living. Expanding the range of residential options will enable the Council to anticipate and plan better for the demands of future development on roads and other infrastructure. It will also provide for more variety in housing options that responds well to the likely long-term trend towards an ageing population. The recommendations for the four different types of residential development are described below:

- Future low-density residential areas in all three towns are proposed to be located predominantly on land already zoned Residential under the Operative District Plan. Where additional land is required, it is proposed to be placed on land contiguous with the existing Residential Zone.
- The strategy for each town proposes new brownfield areas for medium-density residential development, which is not currently provided for under the Operative District Plan.
- The strategies propose that future rural-residential development in all three towns be confined within a smaller area than currently zoned Rural-Residential.
- The strategy for each town proposes to set aside new "lifestyle living" areas, where further subdivision of rural-residential lots is not envisaged. The areas proposed to be set aside in all three towns are partly located within the existing Rural-Residential Zone, and partly fall outside the existing urban footprint.

- **Business and Industrial:** The proposed location of future business and industrial land in all three towns coincides with land already zoned for those purposes under the District Plan. Where additional land is required for business and/or industrial uses, the strategies propose that the expansion take place in areas contiguous with the existing District Plan zoning.

The town strategies outlined in this report are concerned with determining the overall development frameworks for our urban areas. They 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.

The strategies also do 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 under the Resource Management Act.

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