

NEW PLYMOUTH DISTRICT BLUEPRINT KEY DIRECTIONS

PREPARED BY: Juliet Johnson (Senior Policy Adviser)
 TEAM: Environmental Strategy and Policy
 APPROVED BY: Liam Hodgetts (Manager Strategy)
 WARD/COMMUNITY: District wide
 DATE: 2 June 2015
 FILE REFERENCE: DM 6544156

MATTER

The matter for consideration by the Council is the adoption of the New Plymouth District Blueprint Key Directions. The Blueprint will provide an integrated strategic framework for future planning in the District.

RECOMMENDATION FOR CONSIDERATION

That having considered all matters raised in the report:

- a) **The New Plymouth District Blueprint Key Directions be adopted as shown in Appendix 1.**
- b) **An implementation framework for the New Plymouth District Blueprint Key Directions be developed.**

COMPLIANCE	
Significance	This matter is significant
Options	This report identifies and assesses the following reasonably practicable options for addressing the matter: <ol style="list-style-type: none"> 1. Adopt the New Plymouth District Blueprint Key Directions 2. Do not adopt the New Plymouth District Blueprint Key Directions.
Affected persons	The persons who are affected by or interested in this matter are the general public.
Recommendation	This report recommends option 1 for addressing the matter.
Long-Term Plan / Annual Plan Implications	Yes as the New Plymouth District Blueprint Key Directions will be included in the Long Term Plan. The Blueprint Implementation Framework will impact future Annual Plans and Long Term Plans.
Significant Policy and Plan Inconsistencies	The Blueprint will be used to realign councils existing policies and plans where appropriate.

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EXECUTIVE SUMMARY

This report assesses feedback received on the New Plymouth District Blueprint. The feedback shows general support for the eight Blueprint key directions and it is recommended that they are adopted with only minor changes to the Environment, Economy and Talent directions. The focus will now be on developing an Implementation Framework for the Blueprint that will integrate Councils' policy and planning.

BACKGROUND

Integrated Planning Framework

The Council has developed an Integrated Planning Framework consisting of a vision and the New Plymouth District Blueprint.

The framework is led by the Shaping our Future Together Vision for the District '*Manaaki – Tangata – Whenua – Ngamotu, Together we support, nurture and respect our people, our land, our district*'. The vision and underlying community outcomes are supported and implemented through the New Plymouth District Blueprint. This is a key strategic planning tool that will prioritise how the Council will develop the district's social, economic and environmental futures to achieve the vision.

The Blueprint work was initiated in late 2014. A specialist expert facilitated and coordinated workshops and briefings to help produce key directions. Eight key directions have been identified that relate to the environment, communities, citizens, growth, economy, talent, central city and destination.

1. General Feedback on the Blueprint:

The Council sought feedback on the key directions for the Blueprint, alongside the Long Term Plan process. The comment period for the Blueprint commenced on 25 March and closed on the 29 May. A variety of consultation techniques were used to receive feedback including;

- Stakeholder meetings with community and business groups;
- Hui at Waitara and Oakura;
- Ngamotu Seaside Market (3 May) and an Open Day held at Brougham Street shared space (13 May);
- Feedback has also been received through written and on-line comments relating to the Blueprint and also through the Long Term Plan process.

A comprehensive outline of the consultation undertaken for the Blueprint is included in the Consultation Report in Appendix 3. Feedback provided from various sources is also summarised. It is noted that many detailed comments and ideas were provided in the feedback that will be taken into account when developing the Implementation Framework.

The feedback on the Blueprint shows an overall flavour of support for the Blueprint directions. A summary of this feedback and responses are listed below:

Feedback 1

- The directions and spatial framework in the Blueprint are pitched at a high level to enable a responsive and adaptive approach, while still providing sufficient focus for direction setting and investment.
- Support the Council as a leader in strategic planning for the district's future.
- Clarity was also sought on the Council's roles and responsibilities in regards to the directions.

Response 1

Support noted. The Council will not always deliver on the directions as in most cases an interagency approach will be required. The description that accompanies the directions (Appendix 1) now articulates the Council's role at a high level. Further consideration regarding the expectations of other agencies will be considered in the Implementation Framework.

Feedback 2

- Clarification was sought on the priority of the key directions and whether they represented an "order or importance".

Response 2

There is logic in the way that the directions are ordered (e.g. with Environment at the top acknowledging our reliance on this), however they are not representative of a priority. It is recommended that the numbering is removed from the directions and the map and that they are also displayed in a circular diagram to show that they are part of an integrated framework as opposed to a hierarchy. The symbology on the map and key directions have been simplified so they are more representative.

Feedback 3

- The key directions should more clearly articulate the concept of sustainability and reinforce Te Ao Maori and cultural heritage.

Response 3

Both of these concepts are articulated in the principles of how the Council will work that supports the Shaping our Future Together Vision (stewardship of resources and valuing Te Ao Maori), and are therefore ingrained through all key directions. They are part of the underlying foundation for the Blueprint. It is important that initiatives that meet these objectives are considered through the Implementation framework.

2. Feedback on Key Directions

Overall the key directions are supported. General feedback is summarised below. Minor changes have been recommended to sharpen and acknowledge the Environment and Economy directions. It is noted that there was significant support for the more specific key directions including the central city and the Taranaki Traverse and destination.

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a) ***Environment: Enhance the natural environment with biodiversity links and clean waterways.***

- There is support for clean water and biodiversity in rural and urban areas as a driver for environmental quality.
- There is a need to recognise the importance of the coastal environment and its biodiversity.
- There is a need to focus on existing biodiversity opportunities as opposed to acquiring new land for biodiversity. Meeting biodiversity outcomes along roads, and waterways should be a key focus.
- There is concern that focusing on the mid slope biodiversity gap will be challenging to achieve. Refocusing around river corridors along the higher reaches and in the lower reaches around growth areas will assist with providing focus to mid slope biodiversity.

Changes: Environment:

- Recognise the importance of the importance of the coastal environment;
- Refocus mid slope biodiversity so that it has a stronger focus along river corridors.

b) ***Communities: Strengthen and connect local communities***

- Local roading improvements and the movement of people around the district is an important consideration for effective communities. As part of this there is strong support for cycling as part of an effective transport network.
- There is support for Local Area Blueprints. It is recognised that local area planning in Waitara could help “untap” its potential. A Local Area Blueprint for Oakura will assist it to manage growth pressure, while maintaining its character;
- There is support for allowing for new forms of housing that offer more choice for the community. Providing incentives to encourage more intensive housing around centres where services are accessible.
- There is a need to ensure public places are accessible for all and are safe to use as they are a key focus for communities.
- There is support for building a digital community and for also providing equal opportunities in small towns and outlying areas for ultra fast broadband.

c) ***Citizens: Enable engaged and resilient citizens***

- There is support for developing key strategic partnerships with funders, community organisations, business and industry and iwi. Further consideration is required on how these key partnerships are moved forward to achieve desired outcomes;

- There is the opportunity to better use current public spaces for community events and everyday community use to enable greater levels of participation in community activities;
 - There is an opportunity to encourage events in smaller towns and settlements.
- d) ***Growth: Direct a cohesive growth strategy that strengthens the city and townships.***
- There is support for a cohesive growth framework with a particular focus on providing ‘managed’ green-fields land on the outskirts of the city and settlements balanced with providing opportunities for intensifying existing urban areas.
 - The need to consider the impacts on infrastructure when locating growth areas so that they are accessible and affordable. The need for a second crossing across the Waiwhakaiho River will be a key consideration to facilitate access to the Smart Road growth area.
 - The need to manage residential growth in the rural area, to reduce conflict with rural activities and manage the urban/rural interface is acknowledged.
 - Preferred areas to grow are where there is existing infrastructure. Concern about future growth in some areas eg: Oakura, Bell Block and close to the airport.
- e) ***Economy: Strengthen the rural economy, industry, the port and the airport***
- General support for growth of the Airport and for the need to consider whether employment land is required on its periphery to support complementary business uses.
 - Support for the growth of Port Taranaki by understanding we are an expert province and it has been part of our provinces origins.
 - There is support for the Port but concern about the impact of Port traffic travelling through Moturoa and Central City.
 - There is a need for employment land in New Plymouth and our small towns.
 - The impacts of industry (eg: oil and gas) need to be appropriately managed to ensure protection of the environment and impacts on local communities. This will be a key focus of the District Plan Review.
 - A number of comments have been made about diversifying industry and the economy under the talent direction.

Changes: Economy:

- Amend the title of this direction to “Industry” to more appropriately recognise the focus on supporting key industries.
- Recognise the need to control the cumulative effects of industry by changing the focus to “manage”.

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f) *Talent: Grow new economies that attract and retain entrepreneurs talented workers and visitors*

- There is support for greater diversity in industry to reduce our current reliance on oil and gas and dairy;
- The Taranaki lifestyle needs to be maintained so that people want to live here and provide employment and skills.
- Infrastructure needs to be sufficient to attract talent and diversify industry. The access north is a major constraint;
- There is a need to ‘attract’ and ‘retain’ young people by providing quality education that can be followed by a pathway to local based employment.
- There is a need to build the capacity of iwi to deliver local based projects/initiatives.

Changes: Talent

- Amend description of this direction to recognise the need to diversify the economy.

g) *Central City: Champion a thriving central city for all*

- There is support for a retail focus in the central area to provide people with an overall shopping and/or entertainment experience;
- There is support for providing the opportunity for more people to live in the central area to encourage vibrancy. Living needs to be managed so it does not conflict with other noisy activities (eg: night clubs);
- There is support for greater use of public spaces and events in the central area;
- The need to manage heights in central area and retain view shafts is recognised;
- There is support for a focused approach to precincts, particularly around council facilities such as Len Lye and Puke Ariki;
- There is a need for a clear strategy for earthquake prone buildings that protects heritage and allows for redevelopment opportunities.

h) *Destination: Become a world class destination*

- There is strong support for the Taranaki Traverse as a concept.
- There is a need to recognise existing recreational and cultural assets along the route of the Traverse. These include:
 - Pukeiti, which is a current investment focus of the Taranaki Regional Council;
 - Tupare Gardens along the Waiwhakaiho River;
 - Cultural development opportunities at Te Rewa Rewa;
 - Opportunities for Maunga Taranaki through the Maunga treaty settlement process.
- There is a need to recognise that the district is already an events destination, with a range of organised events. Need to refocus but keep and strengthen what we already do to realise the wider benefits of

being a destination (eg: economic spin-offs). The current key direction is wide in its focus.

- Concern about how other projects not on the route will be progressed. eg: walkway to Waitara and opportunities for a wider route (eg: Stony River – Hangatahua).
- There is a strong desire to see the traverse concept “tested” through feasibility and business cases. This can be a key focus for the Implementation Framework.

3. Next Steps

Following the adoption of the Blueprint Key Directions the focus will be on developing a Blueprint Implementation Framework (refer to Appendix 2).

The Implementation Framework will include an action plan for the Blueprint. It will identify initiatives under each key direction with specific actions to be achieved. These actions are then matrixed against each other and other key directions to determine priority, delivery mode and agency responsibility. Key delivery modes will include:

- Strategy and Policy and projects: Where further research or a stronger strategy or policy response is required to achieve alignment;
- District Plan: Where a regulatory response is required through the District Plan;
- Infrastructure projects (through the Long Term Plan and Infrastructure Strategy): Where a capital project is required to be budgeted or planned for.

Priorities are determined to maximise efficiencies and to achieve multi-wins. This will ensure the Council is not undertaking ad hoc decision making. Actions will be integrated into the Councils’ long term planning, district plan review and ultimately how it delivers services to the community.

Feedback that has been received on the key directions will be used to help frame the initiatives and actions in the Blueprint Implementation Framework.

SIGNIFICANCE

In accordance with the Council's Significance and Engagement Policy, the adoption of the New Plymouth District Blueprint and Key Directions is significant as it will provide the Council with a strategic framework to meet the present and future interests of the community, Tangata Whenua and the wider district. The Blueprint recognises the relationship of Maori to their culture and traditions and their relationship with land. Community views and preferences have been taken into account through the Blueprint engagement processes.

OPTIONS

Option 1 Adopt the New Plymouth District Blueprint and Key Directions

Option 2 Do not adopt the New Plymouth District Blueprint and Key Directions

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Financial and Resourcing Implications

The Blueprint has been developed through existing budgets and focuses on providing an integrated framework which will lead to increased efficiencies, particularly in the long run. If the Blueprint directions are not adopted then policy and planning programmes will continue as currently and respond to ad hoc decision making as required.

Risk Analysis

There are limited risks in adopting the Blueprint key directions as they are appropriately pitched at a high level and are therefore adaptable and responsive to changing circumstance. There is greater risk to the Council in continuing to deliver policy and planning without a overall strategic framework in place. This is particularly the case with the up and coming District Plan Review.

Consistency with Policy and Plans

The Blueprint is at the apex of the policy framework and therefore if adopted will influence existing and future policies and plans. This will be further considered through the Implementation Framework for the Blueprint.

Community views and preferences:

The feedback has supported a development of an Integrated Planning Framework, supported by the Blueprint. Strong support for the key directions has been received from the community through various engagement opportunities.

Advantages and Disadvantages

The key advantage of adopting the Blueprint key directions is that it will provide an integrated framework for decision making, avoid ad hoc decision making and lead to efficiencies in policy and process. The key disadvantage of adopting the Blueprint is that it will require a period of re-focus and change for the Council as it reconsiders how it can deliver to the community under the framework provided by the Blueprint. It is considered that the advantages outweigh the short term disadvantages.

Recommended Option

This report recommends Option 1 the adoption of the New Plymouth District Blueprint and Key Directions. It also recommends that an Implementation Framework is developed to operationalise the Blueprint.

APPENDICES

- Appendix 1: New Plymouth District Blueprint and key directions
- Appendix 2: Example of Implementation Framework
- Appendix 3: Consultation Report – Blueprint Feedback
Feedback attached as a separate document

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New Plymouth District Blueprint and Key Directions

The New Plymouth District Blueprint is a high level spatial plan for the District that will help guide Council decision making to deliver more integrated social, economic and environmental outcomes for the community. The Blueprint is supported by eight key directions that will be the councils focus for planning over the next 30 years. These directions provide a clear signal to other agencies, businesses, industries and the community on where they can safely focus energy and investment. An implementation framework for the Blueprint is now being developed.

Environment: Enhance the natural environment with biodiversity links and clean waterways:

The district is home to a unique natural environment with significant areas of indigenous vegetation and rivers and waterways that flow from the mountain to the sea. Enhanced biodiversity will not only be positive for the natural environment and clean water but will also have significant cultural and economic spin-offs. There are strong links to the Destination direction as planning for the environment can maximise the opportunities for a Destination. Biodiversity outcomes will be achieved through collaborating with landowners and other agencies. A multi-agency approach is required to achieve the required environmental outcomes.

Communities: Strengthen and connect local communities

New Plymouth district and the city are made up of many communities and neighbourhood centres. Strengthening and connecting local communities ensures that they become successful, safe and liveable environments for residents. The Councils role is to support and enable various community, business and industry initiatives by providing high quality public infrastructure and a pragmatic and facilitative regulatory response.

Citizens: Enable engaged and resilient citizens

Engaging and enabling citizens will help to build community resilience. Encouraging community participation in events that are run in our parks and places will promote community connectedness and overall wellbeing. It is the Councils role to build strong strategic partnerships and encourage public and community sector collaboration, leading to more sustainable social, economic, cultural and environmental outcomes.

Growth: Direct a cohesive growth strategy that strengthens the city and townships.

Our district is growing and we need to think about how we provide for growth into the future. To provide for anticipated population growth, new growth areas will be required in both the city and townships to provide for additional dwellings over the next 30 years. Determining the appropriate locations for growth is important to achieve key community outcomes. The Council has a role in being clear on how and where it will accommodate growth into the future, through providing adequate land supply and planning for network infrastructure in appropriate locations.

Industry: Strengthen and manage rural economy, industry, the port and the airport

Our economy has a strong agricultural base and is continuing to be a nationally significant oil and gas sector. It also has a fast growing poultry sector with significant expansion likely in the short term. Protecting and strengthening these industries will be important for on-going economic growth and the subsequent social benefits for the community. The Councils role is through its funding of economic development initiatives (Venture Taranaki Trust) to help drive economic activity in the region. The Council can also support industry through appropriate infrastructure provision and a pragmatic solutions focused District Plan and regulatory framework.

Talent: Grow and diversify new economies that attract and retain entrepreneurs talented workers and visitors

The New Plymouth economy is strong, supported by agricultural economies, oil and gas and small business. There is a need to focus on growing a more diverse economy based on our ability to attract and retain talented workers, entrepreneurs and visitors. The Council has a role in ensuring that the Taranaki lifestyle is maintained, supported by our unique landscape, recreation opportunities, rich culture and history and Taranaki way of life.

Central City: Champion a thriving central city for all

The Central City of New Plymouth is the social, cultural and business hub for the district and the wider region. However, retail in the central city is facing a challenging transition in the face of new format retail experiences and online retail sales. The central area will need to deliver a diversity of speciality retail, entertainment, cultural and social experiences. The council has a role in working with business to develop an aligned and coordinated strategic approach to drive the further success of the central area.

Destination: Become a world class destination

Our natural assets – our parks, rivers, coast and Maunga Taranaki are what make the district a unique and special place to live and visit. A “flagship” initiative to lead this direction is the Taranaki Traverse to create a world-class recreational, environmental and cultural tourism experience. This is a long term initiative that will take time and focus and a collaborative, multi-agency approach.

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Appendix 2: Example of an Implementation Framework

Key Direction Heading: E.g. Environment, Citizens, Talent etc

Initiative-Number	Proposed Initiative	District Plan	Strategy/Policy	Infrastructure	Related Initiative	Stakeholders
Action-Number	Proposed action to achieve initiative	✓		✓	Economy	Econ/VTT, Png, Rding, Iwi, OS, Events etc
Initiative-Number	Proposed Initiative		✓*			
Action-Number	Proposed action to achieve initiative			✓		
Initiative-Number	Proposed Initiative	✓	✓			
Action-Number		✓		✓		

*Includes Iwi Management Plans

Priority

Each action will be allocated a priority which provides a proposed timeframe for implementation. While an action may be given a short term priority allocation this does not mean it will be completed within that timeframe. Some initiatives may begin planning and strategy in the next 1-3 years but implementation may continue over the next 30 years.

Stakeholders

As an integrated strategy, the implementation of each action is likely to require input from multiple stakeholders e.g. Econ/VTT, planning, Rding, Iwi, Open Space etc.

PRIORITY LEGEND

HIGH	1-3 years
MEDIUM	3-10 years
LOW	Over 10 years

APPENDIX 3:**Consultation Report – New Plymouth District Blueprint June 2015:**

The purpose of this report is to summarise the feedback that has been received on the New Plymouth District Blueprint. This report will be updated periodically as further feedback is received over time.

The Blueprint key directions were released for consultation on 25 March 2015 concurrently with the release of consultation on the Long Term Plan. The comment period on the Blueprint closed on the 29th May 2015.

The Blueprint map and key directions were included in the Long Term Plan Consultation document and were also included in a separate “New Plymouth District Blueprint Consultation Summary”. The Consultation Summary included a description of each key direction and included a number of key questions to elicit discussion in the community.

A range of techniques were used to gather feedback on the key directions, alongside more traditional consultation techniques.

Key Stakeholder Involvement

Key stakeholders were invited to participate in the development of the Blueprint key directions. Those agencies who were invited to and/or participated in the workshops on the key directions over the week of the 13th October were:

- Taranaki Regional Council;
- South Taranaki and Stratford District Councils;
- Venture Taranaki Trust;
- Port Taranaki;
- Land Transport Authority;
- Department of Conservation.

On-going discussions have occurred with these stakeholders as appropriate.

Key Stakeholders Community and Business Groups:

Two stakeholder groups have been established to gather input into the Blueprint. A Business Stakeholder group consists of representatives of organisations and key agencies in the business communities who are particularly interested in the economic futures of the District. A Community Stakeholder group consists of representatives of organisations and key agencies who have strong interests in the social and environmental futures of the District.

An initial briefing of key stakeholders was undertaken in two separate meetings on 13 October 2014. 140 representatives were invited. Key Stakeholders were invited to a meeting where they were introduced to the concept of a Blueprint and what this could involve for the District. Key issues for the district were then discussed to get an initial stakeholder perspective.

Two separate stakeholder workshops were held on 3 March 2015 with a total of 41 present. The participants of these workshops were introduced to the key directions and then around working tables provided direct feedback. This involved participants discussing and answering

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the questions in the consultations document and then ranking their top issues. The key issues identified in this session are summarised in Table 1.

Stakeholders were briefed on the feedback that has been received on the key directions at one session on the 27th May. The concept of an implementation framework for the Blueprint was introduced to the group and an invitation was made for the stakeholders to continue to feed into this.

Hui

Two hui were held at Owae Marae at Waitara on the 22 April and then at Oakura Pa on the 23rd April. The hui were widely advertised through direct invites to Maori leaders, iwi and hapu and then more generally through flyers that were distributed to the wider Maori Community. The key directions were presented and then general discussion occurred on the key directions in the context of Te Ao Maori. The key points are summarised in Table 1.

Public days

Two public "Open Days" were held to gather general community feedback. Open Days are an effective technique for receiving feedback from members of the community who may not normally provide formal feedback through comments. A Council stall was set up for the Ngamotu Seaside Market on the 3 May 2015 between 9am and 3pm. The stall included an attractive poster display and staff who were able to discuss the key directions with individuals. This allowed those who were at the market to provide feedback by discussing the issues with staff and putting their comments on paper.

Following this an open day was held in the Central City on the shared space on Brougham Street between 11am-3pm on the 13th May. This open day was advertised by visiting shops in the central area and providing flyers with the open day details. Feedback was gathered through encouraging interest in the poster displays to passersby and putting comments on paper.

The feedback from these two public days is summarised in Table 1.

Feedback was also encouraged through social media with regular postings regarding the Blueprint questions.

Written Feedback

Feedback has also been received through more traditional consultations techniques through written and an interactive on-line comments form relating to the Blueprint and also through the Long Term Plan submission process. A summary of these responses is included in Table 1. All copies of written responses are included in Attachment 1.

Blueprint Summary Table 1:

The following tables show the Blueprint feedback that has been received from the various sources of public engagement as described above. The feedback has been summarised by key direction.

Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
Environment: Enhance the natural environment with biodiversity links and clean waterways				
<ul style="list-style-type: none"> - Prioritise waterways as opposed to mid-slope. - Further investigations and a clear strategy needed to manage mid slope biodiversity. 	<ul style="list-style-type: none"> - Interagency response needed to deal with key environmental issues (eg: offshore oil spill). - Recognition of coastal environment changes (eg: implications of boulder movement and downstream effects on erosion. - Need to share information and provide education about papatuanuku). - Need to maintain the cultural significance of rivers (eg: Waitara). - Recognise natural values of streams through stormwater management. 	<ul style="list-style-type: none"> - Important to recognise trees in the city. - Water quality important in the city (eg: Pukekura Park). - Concentrate pest management along streams. - Create ecological corridors along roads. - Support for recycling initiatives. 	<ul style="list-style-type: none"> - Further recognition of sustainability principles (including climate change; sustainable infrastructure). - Potential conflict between key directions 1(environment) and 5(economy). 	<ul style="list-style-type: none"> - Utilise existing opportunities for biodiversity in the midslopes. - Do not acquire new land. - Work with landowners to encourage biodiversity outcomes. - Focus riparian planting in the city on streams/rivers on the edges of parks. - Provide a biodiversity "end game" for landowners so they can work towards it. - Support midslope as will link areas. - Work collaboratively with industry and landowners. - Work with strategic partners to achieve sustainable community outcomes. - Sports hub at Raceway could improve water quality at the Park. - Strategic acquisition plan will be required. - Need a strategy around mid-slopes and acknowledge RMA obligations. - Number of areas to improve biodiversity. - Investigated establishment of a wildlife/bird park.
Communities: Strengthen and connect local communities				
<i>Movement - Cycling and Transport Network</i>				

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
<ul style="list-style-type: none"> Taranaki as a 'cycling' destination within our unique natural environment. 	<ul style="list-style-type: none"> Support for cycling. Let's Go should be coming to Waitara. 	<ul style="list-style-type: none"> Support for cycling recreational and as a way of getting around. Should encourage more public transport use due to car affordability issues (eg: make buses more available – every 15 minutes, more 8pm onwards and in weekend). Need better roading solutions in conflict areas (eg: roundabouts at Airport Drive, Spotswood supermarket, Barrett Road, Moturoa, Lawry St intersection, Fitzroy, Tukapa/David St intersection) Management of heavy vehicles routes to avoid conflict (Moturoa). More traffic calming in communities (eg: Waitara). 	<ul style="list-style-type: none"> Continue to improve infrastructure in local communities such as cycling lanes, walkways, bridle paths, roads, pedestrian crossings, roundabouts, events such as WOMAD, libraries, museum, art galleries and the zoo. Continue to consider equestrian when planning for future shared pathway networks and communities. Management of heavy vehicle routes to avoid conflict and remove parking from high traffic flow areas. 	<ul style="list-style-type: none"> Support for cycling network – described as “expected infrastructure in functioning communities”. Remove parking metres from the CBD – reduce lease rates. Shared pathways for walking, cycling and bridle paths. Provide for cycleways when a road is resealed. Make New Plymouth an “Access City” – accessible for all. Continue focus – cyclists have right to use the road. Consider central city by-pass for the Port.
<i>Local Area Blueprints</i>				
<ul style="list-style-type: none"> Oakura needs a local area blueprint because we need to bring back a heart into communities and Oakura is divided by a State Highway. 	<ul style="list-style-type: none"> Support for a local area blueprint for Waitara to encourage positive change and growth. Local area blueprint for Bell Block. Need to strengthen existing community: Lack of healthy 	<ul style="list-style-type: none"> Local area blueprint in Waitara. 	<ul style="list-style-type: none"> Support for a local area blueprint in Waitara. Need to consider the recommendations in the Oakura Village Recreation and Community Facility 	<ul style="list-style-type: none"> Support for local area blueprints. Community Boards should determine priorities. Should cover all issues. Small towns also need commercial/industrial land supply reviewed.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
	homes in Waitara. Existing infrastructure does not handle flooding well, 60% of Waitara has no kerb and channel.		study and how they will be addressed.	– Local area blueprints in areas of growth.
<i>New forms of housing that offer choice and more intensive living around centres</i>				
<ul style="list-style-type: none"> – Support having more intensive development in inner city and suburbs using a variety of housing types that have easy access to services (eg: first floors in CBD, terrace housing, infill, townhouse/condo village feel development). – Potential locations for intensification – Westown, Moturoa and around Central City. – Provide incentives for developers to undertake more intensive development. Constraints such as section types (eg: long narrow sections) need to be acknowledged. – Intensification should be a priority as it has positive spinoffs for infrastructure, accessibility and proximity to services. – Prioritise identifying land for small shopping centres because they meet the day to day needs of nearby residents. 	<ul style="list-style-type: none"> – Need for different types of housing - challenging as some coastal areas where Maori land are subject to erosion (eg: Rahotu Block Waitara and Oakura Pa) – Plans for more papakainga housing – particularly at Oakura marae. 	<ul style="list-style-type: none"> – Support for range of housing choices. – Encourage elderly to live close to services and centres and not in resthomes on the outskirts. – Need more social housing. – Should not remove state houses (eg: Marfell) as nowhere for these families to go. – Need more retail activities in Waitara to encourage economic activity. 	<ul style="list-style-type: none"> – Recognition of need for different types of housing for an ageing population, papakainga and eco-housing etc and of the need for an accessible transport system (particularly for those with disabilities). 	<ul style="list-style-type: none"> – Support more dwellings on same site, opportunity for communal spaces (eg: gardens). – Opportunity for prefab housing that is more affordable. – More suitable housing for elderly and mixed aged settlements. – Have internal walkways/pathways so do not require carparks by dwellings. – More housing choice required for the elderly, different housing model required. – Provide advice in eco housing design. – Industry supports intensification to reduce land-use conflicts with industrial, rural land. – High and medium density housing around transport and economic nodes.
<i>Encourage use of public places</i>				

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
		<ul style="list-style-type: none"> Safe and clean frontages to community facilities and public spaces (eg: library). Allow opportunities for freedom camping. 	<ul style="list-style-type: none"> Opportunity for positive sustainability projects (eg: Huatoki Valley Environment Park). 	<ul style="list-style-type: none"> Focus on building on areas where people already gather (eg: outside library, areas of recreation) as opposed to creating new spaces. Moturoa cul-de-sacs in a state of disrepair. Encourage youth meeting place at the beach. Work with Police to create safe places. Activation of existing spaces should be a focus.
<i>Digitally connected communities</i>				
	<ul style="list-style-type: none"> Ultra fast broadband in Urenui and Waitara – help grow these communities. 	<ul style="list-style-type: none"> Need to build on digital strategy (eg: carpark availability in town). 	<ul style="list-style-type: none"> Broadband coverage needed in all communities. 	<ul style="list-style-type: none"> Equal opportunity for broadband access in small towns. Encourage events and reduce red-tape. Encourage digital community (Wellington Civil defence example).
Citizens: Enable engaged and resilient citizens				
<i>Strategic Partnerships</i>				
<ul style="list-style-type: none"> Engagement and inclusion of iwi is important. 		<ul style="list-style-type: none"> Improve relationships with key partners including funders and community organisations to get better outcomes and enable more activities for children and youth. 	<ul style="list-style-type: none"> Need to ensure that Blueprint represents all communities in the District and recognises rural communities Need appropriate community funding and community development support to enable “engaged and resilient citizens”. 	<ul style="list-style-type: none"> Focus outside Environment needs to be Taranaki wide. Get engagement through local newspapers. Build stronger partnerships with youth as priority - work with WITT. Reduce red tape and get community groups working together; Need a range of events for young and old. The more the better. Common goals required to build partnership. Council needs goals.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
<i>Programme public places</i>				
	<ul style="list-style-type: none"> – Get more events into local communities (eg: not just festival of lights). 	<ul style="list-style-type: none"> – Better support for the community to gather (eg: community centre – drop in homeless shelter, medical centre in Bell Block, Islamic centre, drop in community centre in CBD with activities for youth such as music recording centre, pool table, table tennis, arcade). – Get more events and activities into communities. – Sports hub, recreation centre in Waitara. – More community gardens. – Rationalise open space and have usable parks. – Need to have trees and pathways in new parks. 		<ul style="list-style-type: none"> – Line up existing programmes with events (eg: festival of lights when major concerts). Showcase the city. – Need Christmas lights in the main street. – Focus TSB Stadium on sports and use another venue for other events (eg: expos etc). – Cost of using public space for community use prohibitive. – Huatoki Plaza not usable – structural issues.
<i>What external organisations should we partner with?</i>				
	<ul style="list-style-type: none"> – Increase visibility of Tangata Whenua (eg: in Oakura). 	<ul style="list-style-type: none"> – Enable initiatives that engage youth, eg: <ul style="list-style-type: none"> ○ with mentors and leaders that could provide them with inspiration. ○ Community centre. ○ Communication (eg: social media). 		<ul style="list-style-type: none"> – Iwi as a key partner (especially with Maori Ward outcome as another form of representation required). – Work with the Business community for best outcomes (eg: avoid negative comments from businesses at the Port). – Strong linkages between business and education providers.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
		<ul style="list-style-type: none"> ○ Educate youth on history and provide access to museum etc. 		<ul style="list-style-type: none"> – Don't be so process focused.
Growth: Direct a cohesive growth strategy that strengthens the city and the townships				
<ul style="list-style-type: none"> – Intensification is preferred to outwards growth so prioritise rezoning closer in. – Need a clear strategy around zoning. – Need to consider impacts on infrastructure when locating growth areas particularly transport and providing opportunities for cycling. – Need to manage residential growth in the rural area and manage urban/rural interface. 	<ul style="list-style-type: none"> – Coastal erosion on foreshore and along river may impact growth opportunities on Maori land. – Want Whanau to come back and live in communities. – Need to ensure there are services for growth and minimise environmental impact. – Identify future land for growth and avoid sensitive areas. 	<ul style="list-style-type: none"> – Should contain growth in the Central Area and avoid growing further out east. – Need second bridge at Waiwhakaiho/Fitzroy for growth. – Barrett St Hospital should be used for residential growth. – Increased building density along Henwood Road generating need for more local roading infrastructure. – Subdivision of farmland is a waste of productive farmland. – Building around airport seems wrong. – Need more growth in Omata. – Should grow north. 	<ul style="list-style-type: none"> – The Council has land that could be developed or sold with minimal negative impact on the community but creates economic gains. – Local communities including residential growth areas (eg: between Fitzroy and Bell Block and between Bell Block and Waitara) needs to be connected via existing coastal walkway/cycling infrastructure to attract residents looking for coastal lifestyle opportunities. – Council should provide the same level of service that other retail suburbs and towns in the district would expect (eg: encouraging development opportunities and supplying compliance information and support as appropriate). 	<ul style="list-style-type: none"> – Encourage growth throughout the district. – Do not subdivide fertile land. – Growth should occur across the districts small towns and settlements. – Opportunity to grow in a way that maintains lifestyle. – Grow in areas people want to live (eg: by the coast but be sensitive). – Potential for infill growth in Waitara. – Growth in Oakura needs to be managed – at tipping point (eg: school at capacity). – Bell Block has the infrastructure to grow but community needs to be strengthened. – Focus growth where there is existing infrastructure and services. – Focus growth in the central area. – Growth areas have been determined and will be focused in New Plymouth, Bell Block and Oakura. – Provide opportunities for equestrian activities in new growth areas and in rural lifestyle communities.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
				<ul style="list-style-type: none"> - Provide for pocket neighbourhoods that are eco designed. - Industry support for clear growth strategy. - Growth in the CDB and outer suburbs but not along the coast. - New industrial land around Port and Airport. - Employment land should be focused around airport and Bell Block. - Bell Block, Waitara and Inglewood focus for growth. - Intensify the city and allow mixed use intensity to make it vibrant. - Every town should have growth. - Detailed assessment required when identifying growth areas. - Growth planning for Smart Road needs to be undertaken in parallel with the need for a second bridge crossing.
Economy: Secure, strengthen the rural economy, industry, the port and airport				
<ul style="list-style-type: none"> - General support for Port Taranaki growing, but need to manage the heavy traffic conflict in Moturoa and in central city. - Support mixed use activities at the Port such as public beach and commercial activity as they contribute to vibrancy. 	<ul style="list-style-type: none"> - Employment has grown in Waitara because of oil and gas, but the environmental impacts of oil and gas need to be managed. 		<ul style="list-style-type: none"> - Port Taranaki has a significant impact on local import-export businesses and links to other parts of New Zealand. - The Council should focus economic development to key infrastructure and town planning. - Further investigation and strategic 	<ul style="list-style-type: none"> - Secure access to the Port (eg: through Belt Road). - Get container business back to the Port. - Need to support the Port. - Solution for Port traffic through communities and city – rail corridor. - The Port should plan for itself. - Allow more employment land across districts small towns.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
<ul style="list-style-type: none"> – Need to ensure the airport grows but reverse sensitivity effects are managed. – Concerns over whether need more land. 			<ul style="list-style-type: none"> development of Waitara industrial zones and/or sites aligned to current economic drivers in Waitara identified in Venture Taranaki's 'Taranaki industry projects 2013-2036'. – Concern regarding the local impact of the Belt Road Extension. – Manage impact of oil and gas through district plan review. 	<ul style="list-style-type: none"> – Land for growth between Egmont Road and Bell Block. – Well maintained roads needed to support industry. – Grow the airport to take international flights and provide employment land nearby. – Support more employment land around the airport. – Development around the airport needs to be sensitive to iwi concerns and conflicts with food production activities. – Focus more employment land in the CBD and not at airport or other towns. – Employment land not required in small towns. – Employment land in small towns only if it is required. – Potential to link the economic priorities across the region (SDC).
Talent: Grow new economies that attract and retain entrepreneurs, talented workers and visitors				
<ul style="list-style-type: none"> – Need to diversify industry base in the district beyond oil and gas and dairy, leads to more diversity in jobs. – Should have a range of scenarios or options to respond to changes in the economy. – Need to understand what drives growth to understand what benefits the economy. 	<ul style="list-style-type: none"> – Need to make Venture Taranaki's investment in small businesses more visible. – Need more employment for an increased population. – How to provide more capacity building to provide support to iwi and hapu for development projects. – Need to respond to changes in population and get people coming to work and live. 	<ul style="list-style-type: none"> – Free tertiary education. – Need to enable a variety of industries – re-learn scheme. – Need to create initiatives to attract workers and innovation to Taranaki. – Rates and cost of living an issue. Jobs required for those on low 	<ul style="list-style-type: none"> – The Council should focus economic development to key infrastructure and town planning. – Should support economic development activities that can respond to financial recessions, population growth and an ageing population. – Arts and events are an essential element in a 	<ul style="list-style-type: none"> – The Council should not consider economic development. – Opportunities restricted by size of airport and restricted access north (SH3). – Better site for WITT – Barrett Street hospital. – Focus should be on retaining youth from New Plymouth not attracting. – Protect landscape/lifestyle from other industry (oil and gas) so can attract.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
<ul style="list-style-type: none"> Better education opportunities. 	<ul style="list-style-type: none"> Challenge investment into small areas - identify aspirations and opportunities. 	<ul style="list-style-type: none"> incomes. Full time jobs needed. 	<ul style="list-style-type: none"> district that is vibrant, creative and forward thinking. Should provide a platform for ecotourism, green technology and a diverse regional economy. By considering how to 'grow, attract, retain and connect talent' over long term the Council is more likely to create healthy, wealthy and interesting places to live. Must continue to fund Govett Brewster Art Gallery and Len Lye Centre. Reducing the major events fund will limit the opportunity to develop events and foster new ones which drive visitation to New Plymouth. Concern that deferring spending in community development will not enable "attract entrepreneurs, talented workers and visitors". Council should develop a city partners strategy to engage with philanthropists and 	<ul style="list-style-type: none"> Stronger focus on tertiary education. Representation of iwi. Support for the arts sector. Market State Highway 3 as a tourist route. Multi-use of facilities (sports hub) - training centre for oil and gas industry. Build on our history as the birthplace for Passive resistance (Parihaka) - conflict resolution, restorative justice focus. Need to encourage diversity in the economy. Need incentives for new business to relocate to Taranaki. Precise, focused methods for growing capacity in tertiary. Need to grow in IT and Tourism. Need to diversify tertiary. Encourage iwi to invest in local projects and encourage a voice and say. Support to diversify tertiary education as will have regional benefits. Establish quality liberal arts tertiary education institute.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
			businesses to raise funds and allow these people to provide input into what public projects their funds are invested in.	
Central City: Champion a thriving Central city for all				
<ul style="list-style-type: none"> - Support for a retail strategy to protect CBD. - Encourage people to live in the CBD; - CBD should be more pedestrian friendly and not dominated by vehicles. - Support mountain to sea linkage and open spaces for a vibrant CBD. - Re-consider controls in the CBD and open up to development (eg: height controls). - Encourage mixed use in the CBD with active edges. - Support for a focused approach to precincts. - Support for a clear strategy for earthquake prone buildings and allow opportunities for redevelopment where appropriate. 	<ul style="list-style-type: none"> - Need to consider the CBD of other towns (eg: Waitara) and what is important to make it grow. - Greater presence of tangata whenua in CBD – treaty settlement process and opportunity to tell stories. 	<ul style="list-style-type: none"> - Discourage big shopping centres that put pressure on CBD retail. - Encourage business to locate in the CBD (eg: rates relief). - Support more living in the CBD; - Need more activities in the CBD using Open Space. - Need more green space. - Need a stakepark closer to town. - Need to keep buildings to a reasonable height. - Retain viewshafts. - Retain earthquake prone buildings where there is heritage value. - Need opportunities to embrace Taranaki Artists. - Improve accessibility in the CBD. - Need better pedestrian and family friendly networks in the CBD. 	<ul style="list-style-type: none"> - Concern that extending the parking hours will negatively impact the CBD, particularly when the transport link to the Waiwhakaiho Valley will be upgraded. Council should trial a ‘first hour free’ initiative in the CBD to create ‘a thriving central city for all’. - Council should provide the same level of service that other retail suburbs and towns in the district would expect (eg: encouraging development opportunities and supplying compliance information and support as appropriate). - Supports the vision of a “thriving central city for all” in the Blueprint that could help address changes in central and local government 	<ul style="list-style-type: none"> - Need to address parking issues for a specialty retail hub to work. - Support for a retail hub – but needs to give a good experience. - Concern about office space being converted to apartments. - Support for living in CBD but also concern about impact on bars and night clubs. - Intensify the city and make it vibrant – need mixed use but needs to have a high level of amenity. - Support for cultural precinct around Len Lye, Puke Ariki etc. - Build on current precincts in Central Area framework – already evolving. - Need well maintained roading network. - Protect heritage and provide signage to tell stories. - More events in the central area – open forum conversations in the Plaza. - Need regular programme of events. - Focus groups to ensure development is of a high quality.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
		<ul style="list-style-type: none"> Need to manage traffic and provide more parking (family friendly parking, reduce charges). 	<p>policies and online shopping trends.</p>	<ul style="list-style-type: none"> Cheap rent for empty buildings. Remove parking metres for CBD and reduce lease rates. Support for quality built form but need to be flexible (eg: design guidelines). Would a precinct be appropriate in small towns and would it preclude development of a certain type? Needs to provide a variety of shops. Provide earthquake prone buildings owners with confidence that the central city is supported. Consider precinct in areas where revitalisation is needed. Review, clarify viewshafts and maximum heights.
Destination: Become a world-class destination				
<ul style="list-style-type: none"> Prioritise public access along key lateral rivers (Waiwhakaiho, Mangaone, Manganui (Stratford to East Hill Country) Waitara) and the mountain to sea linkage. Consider priority should be extended to include Mangaone, Manganui and Waitara. Still need a coastal walkway to Waitara. Need to consider if it is appropriate to have a lot of development along Priority Water Bodies. 	<ul style="list-style-type: none"> Support for Maori opportunities in Traverse. Need to recognise culturally important rivers (Waitara River) 	<ul style="list-style-type: none"> Support for Taranaki Traverse but will need infrastructure to support it. Opportunity recognised as have great walking tracks and opportunities for commercial activities. Will build on the uniqueness of Mount Taranaki. Will bring mountain bikers to town – with big financial sponsors and benefits. 	<ul style="list-style-type: none"> Broad support for “Destination” and the benefits this can provide as a place to live; for tourism and for environmental education opportunities. Recognition of the need for strategic partnerships and the need to maximise investment in existing strategic assets to deliver a destination concept. 	<ul style="list-style-type: none"> Traverse should be a Taranaki region wide focus. Support for Traverse – learn from the success in the South Island. Will lead to minimal disturbance of land that we need to conserve. Needs to be in a plan for regional tourism. Should the Council plan for tourism when projected to decrease in future. Concern the traverse is already a settled concept, although it has not been tested.

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Stakeholder Groups	Hui	Open Days	LTP Submissions	Written Feedback Comments
<ul style="list-style-type: none"> – Should celebrate our unique parks and rivers and enhance mountain to sea link. Need to open up back to the mountain. – Support for Taranaki Traverse as a multi-faceted walking and cycling trail. Feasibility study needed to provide a business case and marketing/ branding. – Destination concept should be wider - have an arts and event focus. – Still need a walkway to Waitara. 			<ul style="list-style-type: none"> – Concerns regarding the priority given to the Traverse concept over coastal linkages, with a particular focus on Waitara, with further recognition needed for the opportunities for the Waitara River and coast. – Concern with feasibility of having a walkway on either side of the Waiwhakaiho River corridor that has topographical constraints. 	<ul style="list-style-type: none"> – Local opportunities for walkways that link in (eg: Back Beach and Oakura). – Engagement with iwi required for successful Taranaki Traverse. – Traverse will need good story telling – story boards along waterways. – Get all the relevant people around the table and map it out. – Strong acquisition strategy is required. – Taranaki Traverse long term project but start planning for it now.

SUBMITTERS THAT PROVIDED FEEDBACK ON NEW PLYMOUTH DISTRICT BLUEPRINT IN SUBMISSIONS TO THE LONG TERM PLAN

Submission No	Submitter
45	FEDERATED FARMERS OF NEW ZEALAND - LISA HARPER
78	JOHN RILEY
162	MCGUINNESS INSTITUTE - WENDY MCGUINNESS
199	TARANAKI CHAMBER OF COMMERCE - RICHARD WILLIAMS
230	CCS DISABILITY ACTION NORTH TARANAKI INC - RAEWYN HAILES
241	KAMA BURWELL
251	JANEEN PAGE
256	CROWDED HOUSE GROUP - DOC VAN PRAAGH AND KYMON HILL
258	VENTURE TARANAKI
261	WAITARA ALIVE - VICKY DOMBROSKI
269	PUBLIC HEALTH UNIT, TARANAKI DISTRICT HEALTH BOARD, DR JONATHON JARMAN AND BECKY JENKINS
272	TARANAKI ARTS FESTIVAL TRUST - SUZANNE PORTER
278	BRYCE BARNETT
280	URS SIGNER
282	KATHLEEN FORDE
291	MARIA LEMPRIERE
306	CHRIS HERLIHY
523	TSB COMMUNITY TRUST - HAYDEN WANO
298	MARGARET WILSON
250	NEIL HOLDOM
309	KIATAKE COMMUNITY BOARD
129	TARANAKI REGIONAL COUNCIL

INDIVIDUAL WRITTEN COMMENTS AND ONLINE FEEDBACK (copies attached as separate document)

Peter Murdoch
Taranaki Equestrian Network
Greenpath Trustees Limited
John Freeman
Jeff Jones
Judith Hellyar
Tegal Foods
Taranaki Environmental Trust
Cam Murray
Taranaki Thoroughbred Racing
John Hill
Kathy Harris
Brigitte Hegner Freeman
Trevor Creagh
Dr Stuart Jeanne Bramhall

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David Clark
Chris Herlihy
Beryl Allison
Chamber of Commerce
Resource Management Law Association – Taranaki Branch
New Zealand Transport Agency
Stratford District Council
Renaissance Consulting
Doug Hislop
Stefan Kiss
Mark Sturgess
Andrew Scott
Alan Rivett
Dion Cowley
Andrew Brock
Keith Plummer
Lois McNeil
John Hill
Mark Hunter
Informal comments have also been received from the following (not attached)
Methanex
Freight and Bulk Transport Holdings Ltd
Alessandra Keighley