3. Coastal challenges and opportunities

There are a number of challenges and opportunities related to the management of the coastal environment in New Plymouth District. These challenges and opportunities have been summarised under eight key topic areas. These topic areas overlap but provide the ability to set the strategic direction and goals for the Coastal Strategy. The topics are inherently related to the community outcomes as they identify challenges and opportunities for each of the community outcomes.

- **Population growth** - considers how the people of New Plymouth District interact with their coastal environment in terms of residence and how changes in population distribution and settlement patterns will impact on the future management of this environment.

  Relates to community outcomes – Secure and Healthy and Sustainable.

- **Sense of place** - considers the values in the coastal environment and coastal resources, with respect to the natural character of the coastal environment, the historic heritage and special characteristics of the area that our coastal communities value and enjoy.

  Relates to community outcomes –Secure and Healthy, Together and Skilled.

- **Infrastructure** – considers the provision of services and facilities that support people living and working in the coastal environment in the future. Infrastructure includes things such as roads, water, port, electricity, telephone service, and public transportation.

  Relates to community outcomes – Connected, Prosperous and Secure and Healthy.

- **Economic development** – considers how people and business of the New Plymouth District promote the economic prosperity of the district building on the natural assets provided by the coastal environment and how this will be managed into the future.

  Relates to community outcomes – Prosperous and Skilled.

- **Recreation and open space** – considers the management issues associated with the use of and demand for coastal resources now and in the future for recreation as well as the intrinsic values associated with reserves and open spaces.

  Relates to community outcome –Vibrant.

- **Mana whenua** – considers the values in the coastal environment and coastal resources relevant to the protection, enhancement and management of mana whenua aspirations and cultural values. The term mana whenua refers to people exercising their traditional status, rights and responsibilities of hāpu (sub-tribe) as residents in their recognised territory.

  Relates to community outcome –Together.

- **Coastal hazards** – includes both natural and man-made events that threaten the health of coastal ecosystems and communities. Coastal Hazards include, but are not limited to, erosion, hurricanes, tsunamis, oil spills, harmful algal blooms, and pollution.

  Relates to community outcome – Secure and Healthy.

- **Environment** – considers the importance of our ecosystems, green spaces, rivers, climate and flora and fauna and the values placed upon them.

  Relates to community outcomes – Sustainable and Secure and Healthy.

3.1 Population growth challenges and opportunities

- There is a high demand for coastal properties, resulting in increased residential, rural and lifestyle development along the coast.

- There is a change in the type and distribution of development, resulting in different demands on service and infrastructure as well as influences on the character of local communities and the landscape. These changes include:

- Increased density within existing settlements.
- An increase in permanent (year-round) residents in traditionally seasonal communities.
- An increase in demand for holiday homes.
- Increasing numbers of "lifestyle" and rural developments.

- Local communities have concerns about the impact of some forms of development as a result of a changing population on their community identity and sense of place.

- Local communities have concerns about the impact of the rate and distribution of settlement growth on:
  - Provision of services and infrastructure.
  - Amenity values (such as viewscapes and landscape character).
  - Availability of open space.

- The demographic profile of communities in the area is changing, e.g., an aging population; an increasingly diverse cultural base; increasing numbers of permanent residents. This is resulting in changing requirements for community services, facilities, and infrastructure.

- Changing development patterns in the rural areas will have implications for service delivery (schools, community facilities, shops, etc).

- The high demand for coastal property is pushing property prices up in the district's coastal environment, making home ownership less attainable.

- There is demand for rural development however this has the potential to cause conflict with the practical realities of rural activities (farming) and their generated effects.

3.2 Sense of place challenges and opportunities

- Social values that contribute to a community's sense of place are changing as a result of subdivision, development and use of the coastal environment.

- The unique character of settlements on the New Plymouth District coast is not currently acknowledged in statutory documents and therefore is vulnerable to changes in land use and development.

- The community would like to be more involved in the future management of the coastal environment and implementing projects that can deliver their local visions.

- Many rural landowners have an ethic of stewardship over the coastal environment that they would like to have recognised and supported.

- Heritage resources in the coastal environment have the potential to be threatened by land use and development. The community would like greater recognition of these values.

- The community would like the unique 'sense of place' of different communities promoted (e.g. through signage).

3.3 Infrastructure challenges and opportunities

- Changing development patterns in coastal areas will have implications for the provision of essential infrastructure such as roads, water and waste management, and recreational facilities. Local communities want assurance that essential infrastructure will continue to be delivered in a safe, efficient and effective manner.

- Infrastructure can positively reinforce plans to implement the vision and goals of the Coastal Strategy. Likewise poorly targeted infrastructure can lead to unintended consequences.

- The type and location of future roads has the potential to influence:
  - The type and distribution of settlement areas.
  - The availability of public access to the coast.

- Resources and funds for infrastructure are finite.

- Increased traffic on roads by commercial and residential vehicles has the potential to impact the quality of life and safety within coastal communities.

- Increased settlement in coastal areas is likely to be accompanied by a greater demand on public recreational and open space facilities. Communities have concerns about the impact of this increased use on the recreational experience.

- Local residents seek a provision of community facilities in a manner that retains the sense of place associated with the unspoilt nature of the coast.

- Provision and design of infrastructure must have regard to natural, cultural and social constraints.

3.4 Economic development challenges and opportunities

- New Plymouth District has a number of economic assets within the coastal environment of local, regional and national significance that need to be fostered and promoted. Local communities seek a solid economic base, as provided by these assets, while maintaining the quality of life of local residents in terms of lifestyle, amenity and recreational values.

- New Plymouth District currently faces acute skill shortages across virtually all industries that make up the local economy. Attracting and retaining a quality workforce is essential to sustain the economic well-being of the district.

- Allowing for a wide range of residential and recreational lifestyles close to places of work (including in the coastal environment) is a strategic advantage for attracting and retaining a skilled workforce that the district can offer.

- There is a nationwide preference for high income households to locate in coastal, peri-urban and rural situations. For this reason it is important that the council continues to manage development in a way that allows for different lifestyles in the coastal area, so long as that development does not destroy the attributes that makes the coastal area attractive.

- Limiting the supply of land in the coastal area will affect the cost of coastal land, and this will have implications for how these areas will be managed.

- Farming is an essential element of the social and historic identity and the economic well-being of the district.

- Port Taranaki must plan for future development in response to economic drivers. This will have a positive impact on the local economy but also has potential to impact local residents adjacent to the port (impacts through noise, traffic, access and quality of viewscapes) and the wider transport network.

- There are opportunities for expansion of coastal tourism. Tourism operations can be locally-based, contributing to local employment and revenue. As tourism operations increase in nature and scale there may be a need to monitor and review any impacts on ecosystems and/or to affect local use and enjoyment of coastal areas.

- The oil and gas industry and its associated land based infrastructure is an important national asset that provides local employment and its location impacts the natural environment.

3.5 Recreation and open space challenges and opportunities

- There are a range of recreational uses of coastal areas, some of which have the potential to conflict (e.g. motorised vehicle use and beach walking). In addition, recreational uses may conflict with non-recreational uses (e.g. commercial use of public open space areas).

- Increases in population associated with new developments may increase demand for recreational facilities and open space.

- There is a demand for 'freedom camping' areas and few locations where this is permitted.

- Increased levels and types of use within recreational areas or introduction of additional public open space increases the potential for adverse effects on coastal environments, e.g.
  - The impact of 'freedom camping' on water quality and rubbish management.
  - Access to sensitive ecosystems, such as dune ecosystems, by people and vehicles has the potential to disturb nesting birds, damage plants and destroy or displace habitat.

- There is an interest among local communities of having linkages among and between coastal open space areas.

3.6 Mana whenua challenges and opportunities

- Recognition and engagement of tangata whenua as kaitiaki with respect to coastal management is of the utmost importance and should incorporate appropriate weight to be given to advice provided by tangata whenua/mana whenua decisions and views.

- There are high demands on mana whenua that affect their ability to provide effective input into decision making in the coast.

- There is a need to appropriately manage cultural information that is placed in the public arena - such as the identification of waahi tapu sites.

- Mana whenua are concerned with how the legislative requirements and associated planning processes are managed and put into effect in daily decision making processes, and how this affects the ability of mana whenua to effectively participate in the process.

- There is a desire that mana whenua and local authorities should work more co-operatively and support each other particularly with regard to pollution and coastal hazards.

- There is concern over the impacts of inappropriate development and future residential development on the natural environment, heritage sites and cultural values and how these will be protected into the future.

- Mana whenua have specific views on the use of resources such as land, water, seawater, sand, stone and wood that should be incorporated into planning and decision-making.

- The ability of mana whenua to use natural resources in the coastal environment for traditional uses is being diminished, i.e. reefs for kaimoana

- There are many natural resources that mana whenua consider are important for providing protection of land, urupa and assets from natural hazards, including boulder banks, sand dunes and planting of pingao

- There is a need for more understanding in the community of tangata whenua knowledge on sites of significance and the relationship of the sites to the wider cultural landscape.

- The ability of mana whenua to sustainably develop Māori owned coastal properties and a recognition by local authorities of proposals put forward is important.

- There is concern over how legislation influencing the ownership of the seabed and foreshore will be enacted at a district level.

3.7 Coastal hazards challenges and opportunities

- Some of the existing settlements within the coastal environment are at high-risk from the impacts of coastal hazards due to their proximity to an eroding coastline.

- Coastal hazard risks are increasing as a result of development on the coast and changing natural coastal processes (e.g. sea level rise). There are opportunities to keep new development away from the eroding coastline to minimise risk.

- There is a need for more knowledge on coastal hazards at a district-wide level throughout New Plymouth District. This can then be utilised for site-specific management.

- There are a number of natural buffers that protect population and assets from coastal hazards that can be compromised by pressures to subdivide, use or develop the coastal edge.

- The community are concerned about the use and abuse of these natural buffers and the impact this has on their ability to work effectively.

- There is consistent pressure from the community for 'quick fix' local solutions to coastal erosion problems that may not be consistent with wider coastal processes or community values.

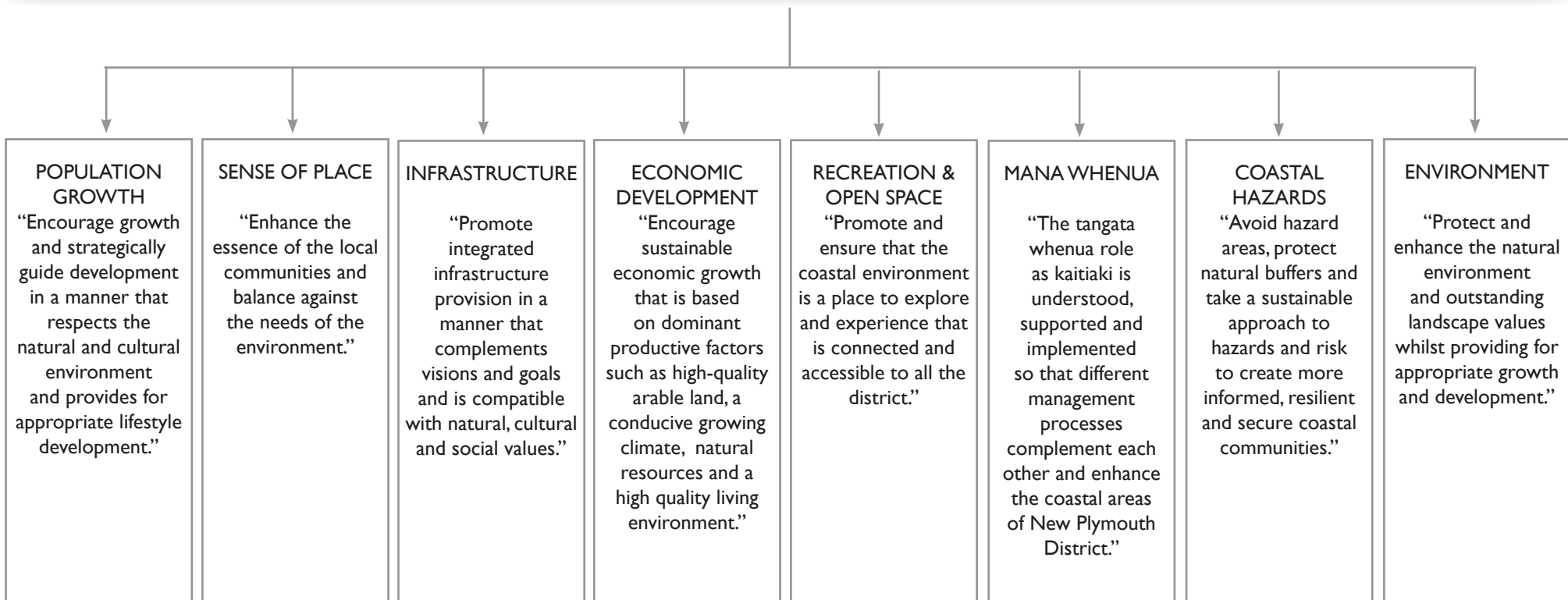## 3.8 Environment challenges and opportunities

- The district's coast has special natural character and landscape values that provide a platform for sustainable growth and unique lifestyle opportunities.

- There are important environmental values including landscape values, biodiversity values and intrinsic values that are under threat from changes in the land use within the coastal environment.

- The community has expressed some concern over the impacts of inappropriate development on the natural environment and how these will be protected into the future.

- Failure of infrastructure within the coastal environment can have serious impacts on water quality, biodiversity and natural values.

- Sensitive ecosystems can be impacted by human activities and inappropriate use.

- The community has expressed some concern in regards to the impacts of upstream forestry clearance on river and coastal water quality.

- There is community concern in regards to the need for improved riparian margin planting to reduce the impacts on coastal water quality from rural land use discharges (e.g. fertiliser).

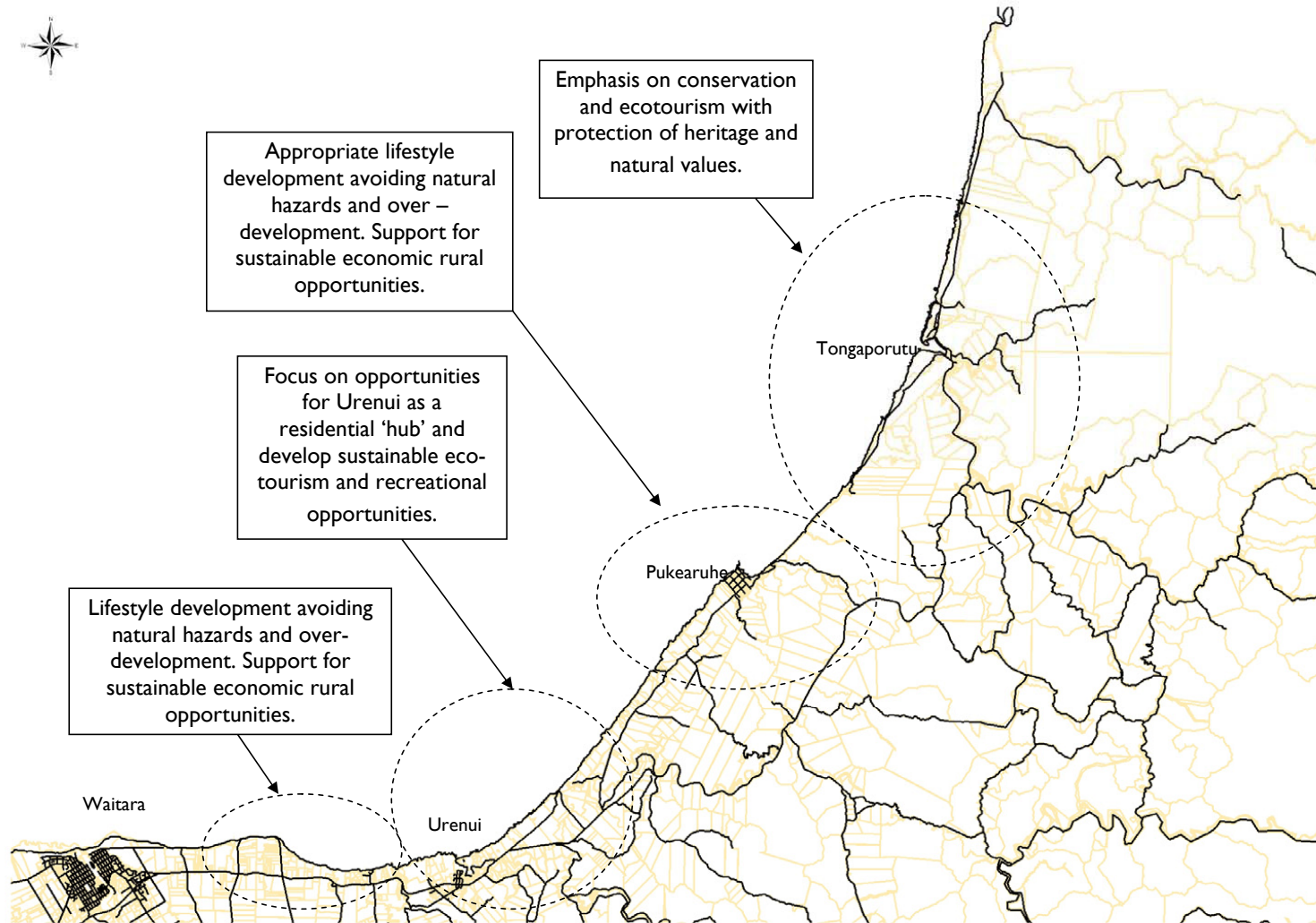# 4. Strategic direction for the coastal environment

The Coastal Strategy sets a guiding image or 'picture' for the future of the coastal environment through strategic directions. These strategic directions have been prepared for each topic area and sit under the Coastal Strategy vision as the 'blueprint' for the future of the coastal environment. Inherent within all of these strategic directions is respect for the key environmental, social and cultural values of the coast. This sections outlines the strategic directions for the coastal environment and what these mean for the community and council.

"New Plymouth District's coast...
A prosperous, growing coastal community balancing the needs of people
and environment within our high energy and untamed coast."

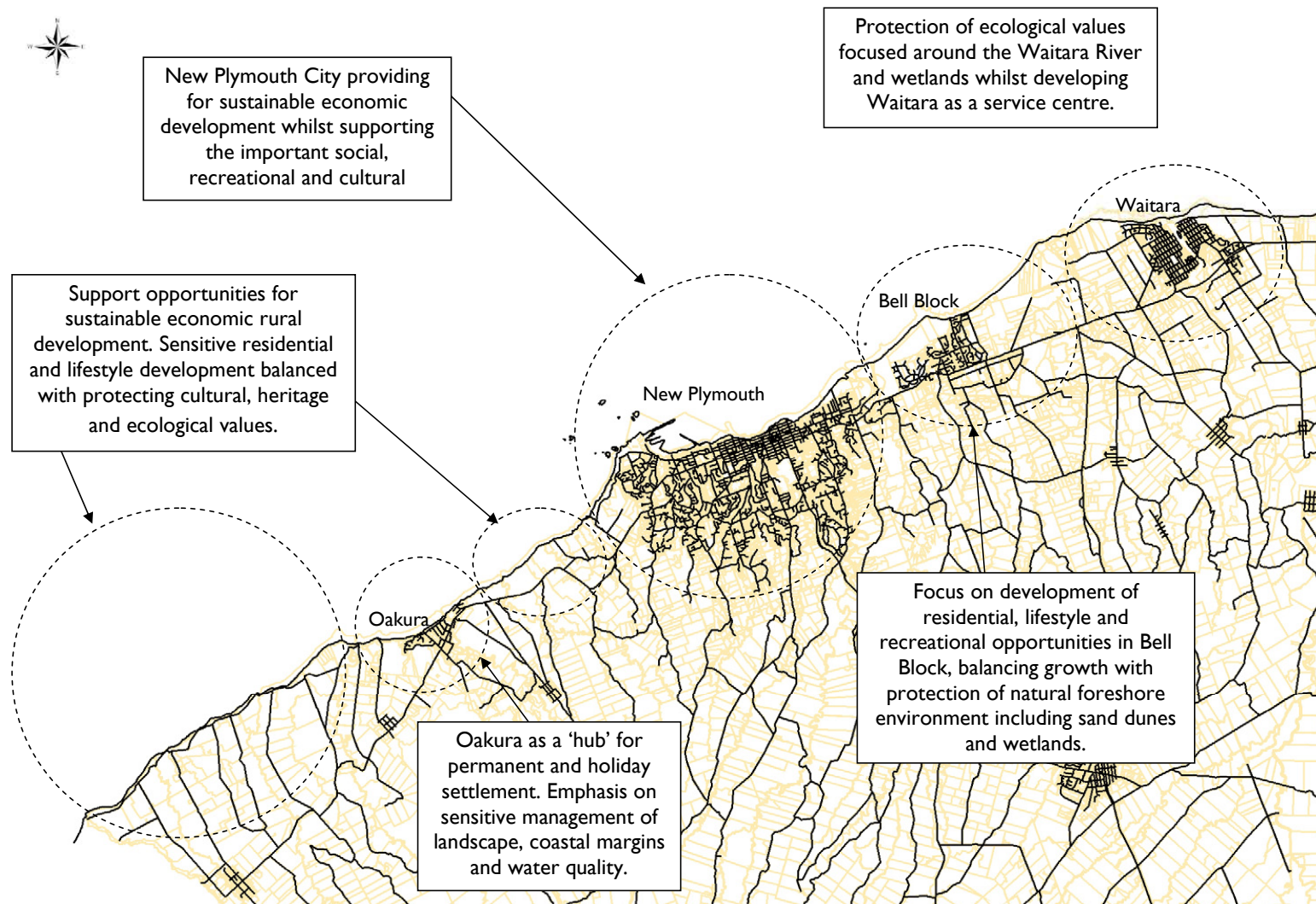| POPULATION GROWTH	SENSE OF PLACE	INFRASTRUCTURE	ECONOMIC DEVELOPMENT	RECREATION & OPEN SPACE	MANA WHENUA	COASTAL HAZARDS	ENVIRONMENT
"Encourage growth and strategically guide development in a manner that respects the natural and cultural environment and provides for appropriate lifestyle development."	"Enhance the essence of the local communities and balance against the needs of the environment."	"Promote integrated infrastructure provision in a manner that complements visions and goals and is compatible with natural, cultural and social values."	"Encourage sustainable economic growth that is based on dominant productive factors such as high-quality arable land, a conducive growing climate, natural resources and a high quality living environment."	"Promote and ensure that the coastal environment is a place to explore and experience that is connected and accessible to all the district."	"The tangata whenua role as kaitiaki is understood, supported and implemented so that different management processes complement each other and enhance the coastal areas of New Plymouth District."	"Avoid hazard areas, protect natural buffers and take a sustainable approach to hazards and risk to create more informed, resilient and secure coastal communities."	"Protect and enhance the natural environment and outstanding landscape values whilst providing for appropriate growth and development."

"New Plymouth District's coast...

A prosperous, growing coastal community, balancing the needs of people and environment within our high energy untamed coast."

Emphasis on conservation and ecotourism with protection of heritage and natural values.

Appropriate lifestyle development avoiding natural hazards and over – development. Support for sustainable economic rural opportunities.

Focus on opportunities for Urenui as a residential 'hub' and develop sustainable eco-tourism and recreational opportunities.

Lifestyle development avoiding natural hazards and over-development. Support for sustainable economic rural opportunities.

Tongaporutu

Pukearuhe

Waitara

Urenui

"New Plymouth District's coast...

A prosperous, growing coastal community, balancing the needs of people and environment within our high energy untamed coast."
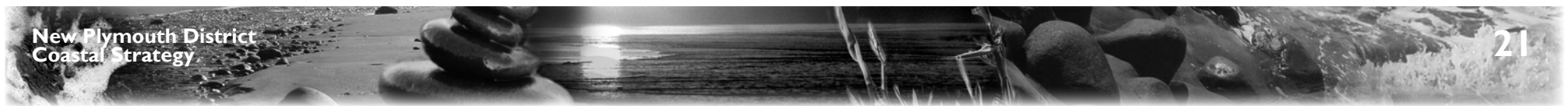
New Plymouth City providing for sustainable economic development whilst supporting the important social, recreational and cultural

Protection of ecological values focused around the Waitara River and wetlands whilst developing Waitara as a service centre.

Support opportunities for sustainable economic rural development. Sensitive residential and lifestyle development balanced with protecting cultural, heritage and ecological values.

Waitara

Bell Block

New Plymouth

Oakura

Oakura as a 'hub' for permanent and holiday settlement. Emphasis on sensitive management of landscape, coastal margins and water quality.

Focus on development of residential, lifestyle and recreational opportunities in Bell Block, balancing growth with protection of natural foreshore environment including sand dunes and wetlands.

5. Coastal Strategy goals

This section identifies the coastal strategy goals (what we want to achieve) to help council and the community reach the Coastal Strategy vision (see Section 2) and strategic direction (see Section 4).

Strategic direction	Coastal Strategy goal (what we want to achieve) to reach the strategic direction	Relationship to New Plymouth District Community Outcomes						
		Secure & Healthy	Sustainable	Connected	Prosperous	Vibrant	Together	Skilled
Population growth "Encourage growth and strategically guide development in a manner that respects the natural and cultural environment and provides for appropriate lifestyle development."	**PGG1** – Provide for continued population growth and housing demand in the coastal environment and recognise the changing population composition of an aging population and an increased emphasise on holiday homes.	√	√	√	√	√	√	√
	PGG2 – Prioritise residential and lifestyle growth in areas that are already influenced by development, and where the development is sensitive to the existing environment.	√	√	√	√	√	√	√
	PGG3 – Make sure that residential and lifestyle developments do not destroy or degrade natural ecosystems.	√	√	√	√	√	√	√
Sense of place "Enhance the essence of the local communities and balance against the needs of the environment."	**SG1** – The unique sense of place values of each community are celebrated and enhanced.	√	√	√	√	√	√	√
	SG2 – Through active management such as structure and/or community, and/or iwi/hāpu/marae management planning, encourage development and growth in localities to avoid, remedy or mitigate loss of natural, cultural and social values.	√	√	√	√	√	√	√
	SG3 – Identify and protect areas of high amenity value, landscape value and environmental quality that contribute to a sense of place, e.g. areas of wilderness, significant natural ecosystems, habitats, heritage places and areas.	√	√				√	
	SG4 – Recognise, protect and enhance the unique sense of place created by the heritage and built features of the coastal environment.	√	√				√	

Strategic direction	Coastal Strategy goal (what we want to achieve) to reach the strategic direction	Relationship to New Plymouth District Community Outcomes						
		Secure & Healthy	Sustainable	Connected	Prosperous	Vibrant	Together	Skilled
Infrastructure "Promote integrated infrastructure provision in a manner that compliments visions and goals and is compatible with natural cultural and social values."	**IG1** – Plan and provide for new infrastructural investment in a manner that: - Is consistent with the desired nature, scale and form of surrounding communities. - Serves growing centres or areas at risk of service failure as a priority. - Does not promote growth in inappropriate locations.	√	√	√	√	√	√	√
	IG2 – Support alternative transport corridors where there are clear benefits to the community, economy and environment to reduce growth pressures in inappropriate locations (e.g. rail/road corridor to port).		√	√	√			
	IG3 – Design infrastructure (e.g. power and telecommunications) in a form sympathetic to natural character and sense of place to protect natural, cultural and social values.		√	√			√	
	IG4 – Ensure that new and existing individual and community sewage disposal systems are well designed and maintained to minimise negative impacts on the environment.	√	√	√			√	
Economic development "Encourage sustainable economic growth that is based on dominant productive factors such as high-quality arable land, a conducive growing climate, natural resources and a high quality living environment."	**EDG1** – Create a prosperous economy in a manner that does not compromise the natural or social environment.	√	√	√	√	√	√	√
	EDG2 – Support the national significance of the port resource by promoting port growth and its land based distribution in a way that does not compromise the natural or social environment.	√	√	√	√	√	√	√
	EDG3 – Provide for appropriate tourism development where it promotes our natural strengths as outlined in Regional Tourism Strategy(2004). This includes promoting the existing tourism attractors and exploring new opportunities and where appropriate, in partnership, or with the participation of, tangata whenua and the local community		√	√	√	√	√	
	EDG4 – Encourage growth and retention of a quality workforce by encouraging a range of affordable lifestyle and working opportunities in the coastal environment.		√	√	√			√
	EDG5 – Provide for a diversity of rural land uses in a manner that delivers economic benefit and provides opportunities for a range of lifestyles in the coastal environment.		√		√			

Strategic direction	Coastal Strategy goal (what we want to achieve) to reach the strategic direction	Relationship to New Plymouth District Community Outcomes						
		Secure & Healthy	Sustainable	Connected	Prosperous	Vibrant	Together	Skilled
Recreation and open space "Promote and ensure that the coastal environment is a place to explore and experience that is connected and accessible to all the district."	**RG1** – Optimise the use of the coast for public enjoyment by focusing recreational infrastructure in areas of high demand, where natural character has already been influenced.	√	√	√		√	√	
	RG2 – Protect important ecosystems within the coastal environment (including sand dunes and wetlands) from inappropriate recreational use.		√			√	√	√
	RG3 – Provide and expand public access and opportunities for enjoyment of the coast, taking into account the need to limit this access where it is necessary to protect natural and social values.	√	√	√		√		
	RG4 – Preserve and enhance opportunities to experience solitude and 'wilderness' and make enjoyment of natural experiences.		√	√	√	√		
Mana whenua "The tangata whenua role as kaitiaki is understood, supported and implemented so that different management processes complement each other and enhance the coastal areas of New Plymouth District."	**MWG1** - To recognise mana whenua in their role as kaitiaki to actively and effectively participate in decision making and planning in relation to the coastal area through formal protocols and processes.	√	√	√	√	√	√	√
	MWG2 – Ensure that culturally significant sites (e.g. waahi tapu, urupa) are provided with adequate protection and that recognition is given to the "cultural landscape" of the coastal area and the relationship between these sites.		√				√	
	MWG3 - Manage the impact of development, infrastructure provision, recreation activities and economic growth on significant natural sites/forms/river estuaries and flora & fauna (particularly migrating birds/wildlife) to make sure that natural values of significance to mana whenua are protected.	√	√	√	√	√	√	√
	MWG4 - Ensure that there is a common understanding and agreement, between Council and mana whenua, on the use of information provided by mana whenua and that adequate processes are in place for the management of this information.		√		√		√	
	MWG5 - To increase community understanding of Māori cultural heritage values and landscapes within the coastal environment.	√	√				√	

Strategic direction	Coastal Strategy goal (what we want to achieve) to reach the strategic direction	Relationship to New Plymouth District Community Outcomes						
		Secure & Healthy	Sustainable	Connected	Prosperous	Vibrant	Together	Skilled
	MWG6 - To recognise the significance of land classified as Māori Land and the limitations of funding and development in the retention of this type of land.	√	√		√		√	
	MWG7 - To understand the extent and state of cultural coastal natural assets and resources particularly in areas where increased development is likely and where proposed council infrastructure may impact on whanau/hāpu/iwi assets and resources.		√				√	
Coastal hazards "Avoid hazard areas, protect natural buffers and take a sustainable approach to hazards and risk to create more informed, resilient and secure coastal communities."	**CHG1** – Take a sustainable approach to managing the existing and potential impacts on communities and assets from coastal hazards.	√	√	√			√	
	CHG2 – Encourage subdivision and development in areas that have a lower potential risk from coastal hazards.	√	√	√				
	CHG3 – Create more resilient and secure coastal communities.	√	√	√	√	√	√	
	CHG4 – Protect natural buffers that defend communities against coastal hazards.	√	√	√				
	CHG5 – Protect undeveloped areas from development that may lead to future exposure to adverse effects from coastal hazards.	√	√				√	
Environment "Protect and enhance the natural environment and outstanding landscape values whilst providing for appropriate growth and development."	**EG1** – Ensure that outstanding landscapes and significant natural ecosystems are not destroyed or degraded by residential and lifestyle developments.	√	√				√	
	EG2 – Ensure that negative impacts on the environment from new and existing infrastructure are minimised.	√	√	√			√	
	EG3 – Enhance the long-term viability of biodiversity in the New Plymouth district's coastal environment.	√	√				√	
	EG4 – Protect, restore and enhance areas of significant indigenous coastal vegetation and habitats of significant indigenous coastal fauna.	√	√				√	

6. Coastal Strategy implementation

This section identifies the Coastal Strategy implementation for each strategic direction to help council and the community progress the Coastal Strategy vision and goals.

There are a number of types of actions used to implement the Coastal Strategy. These generally fall into the five categories identified below:

C = Community/Partnership – this is about the community working together and is supported by the concept of partnership.

I = Investigation – generally this involves research or technical study to be undertaken by organisations with responsibility in the coastal environment in association with the local community.

E = Education – this is about improving the information and knowledge available to the wider community.

P = Planning – this includes specific recommendations for changes to planning documents – both strategic and statutory. For example plan changes to the New Plymouth District Plan, structure plans, the New Plymouth Long-term Council Community Plan, Asset Management Plans and changes to bylaws and other agencies statutory documents.

S = Services – this includes the provision of works and services by the council.

Actions to achieve the vision of the Coastal Strategy have been developed and are outlined in detail. Priorities have been identified for each action showing the timeframe that these should be completed and a lead agency or group has also been identified to take each action forward. Support groups have also been identified to recognise that active involvement will be required by others. Over time further actions can be added as information becomes available or as a consequence of emerging challenges or opportunities.

6.1 Prioritisation of the actions

An important part of implementation of the Coastal Strategy is prioritising the actions so that they can be planned and if necessary funded through the LTCCP process. The timing of actions needs to be carefully programmed and staged to make sure capacity and cash-flow issues are addressed. Simple prioritisation criteria have been developed with implementation methods and actions grouped into four periods based on the council's LTCCP process. These are:

U = Urgent– within next 1 year (01/07/06 to 30/06/07).

H = High – within next 2 – 3 years (01/07/07 to 30/06/09).

M = Medium – within next 4 – 10 years (01/07/10 to 30/06/16).

L = Low – beyond 10 years (01/07/17 to 30/06/25).

E = Existing projects currently underway.

O = Ongoing projects.

Through the council's LTCCP planning cycles it will be possible to focus on each action and define what will occur each year for these projects. New Plymouth District's LTCCP deals in detail with planning for years one to three being the urgent and high priority actions. There will be some level of flexibility over the medium and low priority actions as these will be included in the 10-year plans but can be developed in more detail when the three year plan for the LTCCP is prepared.

6.2 Population growth implementation – what we aim to do

Actions for population growth	Type	Lead (support)	Priority
PGA1 Support local community initiatives to guide future planning for coastal settlements through the use of tools such as structure plans, community plans, iwi/hāpu/marae management plans and urban design guidelines. - Make use of existing information on heritage vaues, natural ecosystems and habitat when undertaking planning initiatives.	P/C	NPDC *(local communities and mana whenua)*	E
PGA2 Prepare structure plans for the Urenui and Oakura areas and use these to test their relevance to the other settlements in the district. - Structure planning will consider land use, areas for residential growth, development form and infrastructure (prior to the planned wastewater connection).	P	NPDC *(local communities)*	U
PGA3 Review the district's growth predictions and strategy and its relationship to coastal areas. - The initial review is to be used for planning studies such as structure plans, community plans, land use plans and infrastructure planning projects and to guide the location of future development in accordance with the goals of the Coastal Strategy. - These reviews are to be completed on a more regular basis.	P	NPDC	E
PGA4 Update data capture methods to distinguish holiday homes from general residential development to monitor changing community profiles and assist service planning. - To indicate the percentage of growth demand for holiday homes. - To include uptake of coastal land. - To determine the impact of peak holiday demands on services.	I	NPDC	H
PGA5 Look at feasibility of amendments to the District Plan policy and rules for rural subdivision in the coastal area. - Include consideration of what levels of density and development forms are appropriate in the rural area. - Include a review of the practicality and width of esplanade reserves and strips that can be taken on subdivision.	P	NPDC	U
PGA6 Review council's asset management plans to make sure they are consistent with the district's growth strategy.	P	NPDC	M
PGA7 Develop a programme for working with local developers, landowners, mana whenua and decision makers to promote residential development that does not compromise the natural, cultural and social environment and promotes good practice in coastal development.	S	NPDC *(local communities and mana whenua)*	H
PGA8 Review the Natural Character overlay in the District Plan for the immediate coastal margins. - To review the effectiveness of management for significant landscapes, visual amenity, impacts of earthworks, etc. - Assess the need to develop policy or rules for regionally significant landscapes. - Investigate options for a boundary set-back requirement and other practical management methods along the district's coast.	P	NPDC	M

6.3   Sense of place implementation – what we aim to do

Actions for sense of place and environment	Type	Lead (support)	Priority
SA1 Develop specific design guidelines for local coastal areas. These will be in accordance with Section 7 Coastal Communities. - This is part of the local planning programme (refer to PGA1) and also for infrastructure provision (refer to IA3).	P	NPDC *(local communities)*	H
SA2 Review effectiveness of current District Plan provisions in the New Plymouth CBD. - In particular, monitor the provisions for noise, light control and building height restrictions.	P	NPDC	H
SA3 Prepare information on best practice for design of coastal development and coastal land use.	E	NPDC	M
SA4 Review the effectiveness of the existing District Plan provisions for the airport area. - Work closely with the community to address reverse sensitivity issues. - Include discussions with Puke Tapu.	P	NPDC	M
SA5 Support community-led stewardship, management and kaitiaki groups to help manage and restore the coastal environment (including providing information on financial assistance for these groups). - Prepare public information on the opportunities and ways to establish such groups. - Work closely with NZ Landcare Trust and other such agencies. - Provide information on sourcing financial assistance for heritage protection and management. - Provide ongoing support for these groups.	I	NPDC *(local communities and mana whenua)*	M
SA6 Promote a consistent coastal signage brand that provides opportunities to enhance individual sense of place/translation. - Encourage and support amalgamating and rationalising signage and design themes within and across organisations. - Review council's signage policy and bylaws to include recognition of heritage and traditional names.	P/E	NPDC & Venture Taranaki	L
SA7 Identify priority natural environment and historic heritage areas for purchase and addition to the New Plymouth District reserves network. - This is to be included in the open space strategy.	S	NPDC	M
SA8 Review the effectiveness of existing District Plan provisions for view shafts including locations and height controls.	P	NPDC	L
SA9 Review District Plan provisions to ensure protection of historic heritage, particularly from subdivisions and land use activities. This should include a review of information requirements for resource consents.	P	NPDC	M
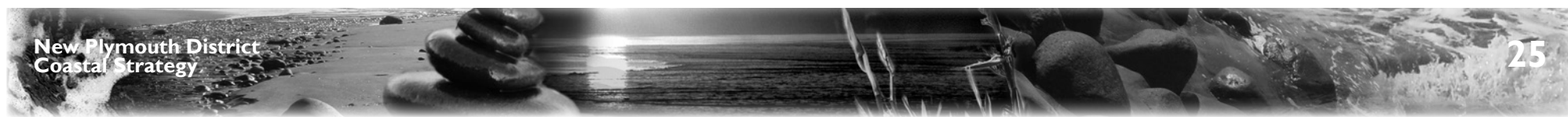
6.4 Infrastructure implementation – what we aim to do

	Actions for infrastructure	Type	Lead (support)	Priority
IA1	The council's 2006 transport planning project to have regard to the key vision and goals of the Coastal Strategy. - Recognise linkages to the Regional Land Transport Strategy.	**P**	NPDC & TRC	**U**
IA2	Review council's asset management plans to make sure they are consistent with structure plans, other local plans and the district's growth predictions and strategy and are compatible with the plans of other service providers. - Use the recommendations from the structure plans to guide coordinated infrastructure provision. - To include rationalising major capital expenditure on community infrastructure in areas with little, or no, growth and limited demand for such facilities. - To coordinate infrastructure investment works with other agencies.	**P**	NPDC	**H**
IA3	Align sewer connection strategy to the structure plan outcomes.	**P**	NPDC	**H**
IA4	Develop specific guidelines for coastal infrastructure development to encourage sensitive infrastructure design in coastal settlements.	**E**	NPDC	**M**
IA5	Where appropriate combine the strategic purchase of land for infrastructure with improved public access, e.g. the purchase of land for a pipeline route that can provide public beach access in the coastal environment.	**P/C**	NPDC	**M**
IA6	Provide sensitively designed and appropriately managed sewage treatment and disposal systems for coastal communities. - Needs to incorporate ability to cater for peak demand over the summer holiday period. - To be in accordance with the specific guidelines for coastal infrastructure.	**I/P**	NPDC	**M**
IA7	Investigate the status of paper roads for the purposes of providing public access. - To be done in accordance with the policy for Maintenance and Management of Legal Roads - To be aligned with the Open Space Strategy.	**P**	NPDC	**M**
IA8	Investigate alternative major roading corridors that reduces the impacts on the coastal environment and communities. - To take into account population growth, community impacts, sense of place and economic development goals.	**I**	NPDC *(TRC)*	**L**
IA9	Provide information on maintenance responsibilities to owners of individual sewage disposal systems to help them minimise impacts on the receiving environment.	**E**	TRC & NPDC	**O**

6.5 Economic development implementation – what we aim to do

Actions for economic development	Type	Lead (support)	Priority
EDA1 Continue to work with agencies, industry leaders, mana whenua and community groups to identify opportunities for sustainable tourism/ecotourism ventures within the coastal environment. - Promote existing and new areas that can accommodate increases in tourism (e.g. has infrastructure in place, desire by community). - Maintain and promote use of existing tourism assets (e.g. waterfront, parks and sporting facilities).	**C**	Venture Taranaki *(NPDC)*	**H**
EDA2 Recognise the contribution that landowners can make to economic and environmental values through careful land management and restoration. - To include identifying options to provide support for economic development initiatives that maximise positive impacts on the natural environment and cultural environment.	**C**	Local communities *(NPDC, TRC & DOC)*	**M**
EDA3 Support the oil and gas industry cluster and ensure it is involved in coastal strategy discussions. - Align information received from this cluster with existing council work streams.	**C**	NPDC	**E**
EDA4 Continue to develop the coastal walkway east to west as a major economic driver.	**P/S**	NPDC	**M**
EDA5 Investigate opportunities to improve information and knowledge on farming activities and their typical effects for residents moving into lifestyle rural areas.	**P**	NPDC	**L**
EDA6 The council to provide leadership in promoting higher standards of environmental management and protection for businesses. This may include promoting management tools such as ISO 14001 and industry codes of practice.	**E**	NPDC	**L**
EDA7 Work with industry leaders to advocate the goals and actions of the Coastal Strategy.	**C**	NPDC	**L** **O**

Ngamotu Beach

6.6 Recreation and open space implementation – what we aim to do

	Actions for recreation and open space	Type	Lead (support)	Priority
RA1	Prepare an open space strategy for enhancing open space opportunities within the coastal environment. - To include options for acquisition of land that has been identified as having a high potential for community recreational or conservation functions or is of historical and cultural significance. - To include a review of the effectiveness of the Open Space zoning in the District Plan. - To include priorities for de-acquisition of land that offers limited open space opportunities.	P	NPDC *(TRC & DOC)*	H
RA2	Prepare a coastal access action plan to guide investment, protection and development for providing public access to the coast. - Align with council's policy for maintenance and management of legal roads and open space strategy. - To include a programme for expanding public access where required/appropriate. - Identify areas where public access and esplanade areas should be restricted/informal for reasons of protection and restoration of natural, social and cultural values. - To include identifying opportunities to combine the strategic purchase of land for infrastructure with improved coastal access.	P	NPDC *(TRC & DOC)*	H
RA3	Progress a review of the Parks Asset Management Plan in light of the findings of the Coastal Strategy. - To include improving maintenance of existing recreational infrastructure over the summer peak period where required. - To include identifying opportunities for improvements to infrastructure services in campgrounds. - Identify all existing reserves (including esplanade reserves) in coastal area. - To include ensuring provision of sufficient and effective shade opportunities for the public users.	P	NPDC	E
RA4	Develop and regularly update the Coastal Reserves Management Plan that directs appropriate uses and activities and day to day management within reserves consistent with the Coastal Strategy. - Direct high impact recreational pursuits into high use areas. - Through these plans support the ongoing development of sports and recreation opportunities within the coastal environment of the district where there is a demonstrated need. - Where these plans identify significant cultural and historical associations with mana whenua, explore further the expectations of kaitiaki and how this can be provided for.	P	NPDC	E

Actions for recreation and open space	Type	Lead (support)	Priority
RA5 Make information available to the public about all existing reserves (including esplanade reserves) in the coastal area.	**I**	NPDC	**M**
RA6 When creating new reserves, make sure their location and proportions allow for protection of existing native ecosystems where these exist.	**P**	NPDC *(DOC)*	**M**
RA7 Develop a Camping and Motor Caravan Strategy. - Include consideration of freedom camping alternatives, provisions for motor caravan recreation and the ideal nature of campgrounds on public reserve land. - Work with other agencies/groups to investigate camping demands and trends within the coastal environment. - Identify and prioritise future public/private campground areas. - Identify appropriate activities and uses within camp grounds to provide certainty for users and local residents.	**C/P**	NPDC *(local communities)*	**M**
RA8 Work closely with landowners to develop 'voluntary partnerships' to provide managed coastal access. - In accordance with RA1.	**C**	NPDC & DOC *(local communities)*	**O**

Walking along the beach

Walking along the foreshore

29

6.7 Mana whenua implementation – what we aim to do

Actions for mana whenua	Type	Lead (support)	Priority
MWA1 Investigate the effectiveness of mana whenua participation in decision making processes, pertaining to environmental and planning issues in the coastal area taking into account the existing legislative framework, e.g. representation on hearings commission, community boards, etc. - Consider criteria around notification of consents and enforcement of conditions. - Investigate monitoring programmes undertaken by tangata whenua.	C	Iwi/hāpu & NPDC	U
MWA2 Review existing protection mechanisms for significant sites within Council Planning Policies. - Consider the feasibility of a Plan Change to update sites and review the effectiveness of the policy approach and rules. - Consider other mechanisms such as 'Deeds of Recognition' for significant sites, incorporating cultural landscapes within the District Plan.	P/C	Hāpu, NPDC, DOC & TRC	U
MWA3 Assist with resourcing mana whenua groups to prepare iwi/hāpu Management Plans (I/HMP). - To plan for development and set out the management of natural sites/forms/river estuaries for that area and that identify economic opportunities for their people.	P	Each hāpu, NPDC & TRC	H
MWA4 Work with mana whenua to develop protocols for the management of culturally important information.	C	Hāpu & NPDC	H
MWA5 Prepare a 'street map' to identify significant cultural natural assets/resources within the coastal environment. - Build on existing information and fill gaps on the coasts natural resources (e.g. North Taranaki Kaimoana Survey, Mana Whenua Mana Moana Paper). - Describe the relationship/connection between people and the coast, heritage values, signposts, place names, waahi tapu, etc. - Each hāpu will determine the amount of information (if any) that is provided . - To include investigating sources of funding and support for iwi/hāpu in gathering information.	S	Hāpu, NPDC & TRC	M
MWA6 Investigate feasibility of, and opportunities for, differential rating for Māori land.	P	NPDC	L

6.8 Coastal hazards implementation – what we aim to do

Actions for coastal hazards		Type	Lead (support)	Priority
CHA1	Provide for a district wide approach to coastal erosion management that includes the preparation of a coastal erosion management policy and a review of the Coastal Erosion Strategy, and: - Consider the approach in the New Zealand Coastal Policy Statement and the concept of making coastal communities more 'resilient' to coastal hazards. - Where possible, consider promoting the retreat of development from areas currently at risk from natural coastal hazards is a priority. - Focus new subdivision away from hazard prone areas on the coast. - Include updates to climate change and sea level rise. - Give priority to coastal hazard investigations in areas where there is a clear conflict between coastal hazards and existing or proposed land use development. - Consider methods to protect natural buffers (dunes, spits, boulders, headlands, wetlands etc). - Maintain existing rock walls that have been legally established by the council and have demonstrated effectiveness. - Investigate the appropriateness of offshore artificial reefs as a possible option when considering erosion management options.	P	NPDC *(TRC)*	U
CHA2	Develop a hazard register as a tool for improving the management of coastal hazards. - Develop specific criteria for measurement of the effectiveness of the hazard register in managing coastal hazards. - Link the coastal hazards register to the emergency management planning for the district.	I/P	NPDC *(TRC)*	U
CHA3	Following the completion of CHA1 monitor and review the effectiveness of coastal hazard provisions in the District Plan. - Consider provisions that focus new subdivision, use or development away from areas that are vulnerable to coastal hazards, where appropriate. Review zoning of underdeveloped urban areas that are at a higher risk from coastal hazards to require a greater justification for development. - Undertake a study to identify coastal hazard zones and review existing coastal hazard zones and approaches to control development in these areas for the New Plymouth District coast.	P	NPDC & TRC	H

Actions for coastal hazards		Type	Lead (support)	Priority
CHA4	Continue to work closely with TRC and DOC to protect significant natural buffers that defend the community (or future communities) from coastal erosion hazards. - Include progressing the Dune Study 2003 – mapping the dunes that require protection, identify an 5-yearly programme to update the data (based on potential dune movements) - In association with TRC and DOC undertake studies of other natural buffers (such as wetlands) to identify their location and priority for protection through statutory processes. - To include restoration of natural buffers where required.	I	NPDC, TRC & DOC	H
CHA5	Investigate options for taking development contributions from developers of new areas of land within identified coastal hazard areas. - This should include identifying cost attributions and developing a risk profile. This means that there would potentially be a hierarchy of payment required based on the risk involved to the asset and wider community.	I	NPDC	H
CHA6	Review the effectiveness of the bylaws governing horses, removal of driftwood, vehicles and behaviour of people on beaches and consider the impact of these activities on coastal hazards.	P	NPDC *(TRC)*	M
CHA7	Support landowners and community groups to improve stewardship of natural dune systems and native ecosystems to provide protection from coastal hazards. - This could include fencing off dune areas and support of planting by coast care groups. - This should build on the existing TRC land management programme available for landowners.	C	NPDC & TRC *(local communities)*	M
CHA8	Facilitate workshops for local developers, landowners and decision-makers on how best to manage coastal hazards and development in high-risk areas. - This should include providing information on national best practice	E	NPDC	L

6.9 Environment implementation – what we aim to do

Actions for environment		Type	Lead (support)	Priority
EA1	Prepare guidelines for best practices related to development and voluntary land-use management in order to protect ecological values and to provide for restoration of key natural sites within the coastal environment.	E	NPDC *(DOC)*	H
EA2	Continue to provide support for riparian margin management (including weed management) to improve water quality. - Build on existing programme for encouraging riparian planting by focusing specifically on the coastal area.	E	TRC	E
EA3	Provide information to the community on the nature of water quality in the district's rivers. - This should include recommendations and options on how to reduce pollution levels.	E	TRC	H
EA4	Recognise the knowledge and role of Māori as kaitiaki in the conservation and sustainable use of coastal biodiversity and in the sustainable management of kaimoana resources. - Facilitate discussions on this role with developers, land owners and the wider community. Refer also to Mana Whenua implementation.	C/E	NPDC & TRC *(MinFish)*	M
EA5	Identify and prioritise the indigenous coastal habitats and ecosystems and key natural sites that require protection and restoration. - To be included as part of the Open Space Strategy project. - To include identifying other opportunities for ownership and other voluntary protection mechanisms.	P	NPDC *(DOC)*	M
EA6	Review the District Plan to ensure there is adequate formal protection for important indigenous habitats and key natural sites from any negative impacts of activities and development, e.g. this may require changes to the land clearance and, earthworks provisions, minimum setbacks and strengthening bylaws.	P	NPDC	M
EA7	Advocate and support investigations into the impact of the upstream management of forestry areas on the district's rivers. - This should include impacts of harvesting and resulting vegetation removal on flooding and water quality.	I/E	NPDC & TRC	L
EA8	Advocate for other agencies to support local community initiatives promoting environmental protection, restoration and research. - This may include financial assistance for planting riparian margins, weed management, fencing, rates relief for legally protected areas and technical support and plant pest removal.	C	NPDC *(DOC, tangata whenua and local communities)*	L
EA9	Promote the use of locally sourced indigenous species for restoration projects and passive reserve plantings.	S	NPDC	L