

# Ōtūmoetai Spatial Plan

## Engagement Report

July 2022



### 1.0 Report purpose

This report provides a summary of all engagement activity undertaken by the *Take me to the future: Ōtūmoetai 2050* project team to inform the Ōtūmoetai Spatial Plan. This includes engagement activity with the community, mana whenua and stakeholders over two specific stages: Stage 1 – Analysis and Values, and Stage 2 – Testing of Proposed Actions. An earlier report was prepared as a summary of engagement undertaken during Stage 1 titled: *Engagement Report for Stage 1 – analysis and values engagement (May 2022)*. This latest report supersedes the May 2022 report and captures all key aspects of that earlier report.

This engagement report summarises:

- the key themes that we heard through the first round of engagement (Stage 1)
- the feedback we received on the draft spatial plan during the second round of engagement (Stage 2), and
- the approach taken to engagement and what the next steps are.

### 2.0 Role of engagement in the Ōtūmoetai Spatial Plan project

Council is seeking to create a shared future vision for the Ōtūmoetai Peninsula, including the suburbs of Ōtūmoetai, Matua, Brookfield, Bellevue and Judea. To achieve this, we initially engaged with the community and stakeholders to better understand what they like

about the wider Ōtūmoetai area and what they would like to see changed in the future. Referred to as Stage 1 engagement, we were keen to hear their ideas on ways to support and enhance how they live, work, play and move around this area, now and into the future.

Following the end of the Stage 1 engagement, we undertook a series of design workshops with technical experts and key stakeholders who, in some cases, will have a role in implementing the spatial plan. These stakeholders included the Bay of Plenty Regional Council, mana whenua, Waka Kotahi NZ Transport Agency, Kāinga Ora and the Ministry of Education.

The feedback received during the first round of engagement (as summarised below in section 3.0) informed the design workshops, along with other data gathered, including infrastructure testing, population projections and transport modelling. These processes and information gathered fed into the draft spatial plan, which shows proposed land use, movement, and key projects relating to amenities (including community facilities) and the environment across the Ōtūmoetai Peninsula.

The purpose of Stage 2 engagement was to seek feedback from the community and stakeholders on those aspects of the draft spatial plan. With all feedback received we will prepare the final Ōtūmoetai Spatial Plan.

As a Tiriti o Waitangi partner, mana whenua for the Ōtūmoetai Peninsula have undertaken a pivotal role, working with Council from the inception of the spatial plan process. Further details relating to that partnership role are included later in this report.



### 3.0 Stage 1 engagement feedback – what we heard

A significant volume of feedback was provided across all engagement activity, with a number of key themes raised by the community and stakeholders. The following is a summary of those key themes but is by no means an exhaustive list of all the feedback we received. We have also been mindful to ensure that the privacy of those who provided feedback is respected by not including any details that may state or imply who provided that feedback.

- Neighbourhoods should be well connected to each other and to other centres outside of the Ōtūmoetai Peninsula.
- Shopping centres should be highly walkable, pedestrian friendly and safe to use.
- Greater safety improvements are needed along the peninsula's walking and cycling routes.
- Improved frequency and efficiency of public transport is required, and appropriate infrastructure provided to support and encourage the uptake of public transport.
- Improved public amenities and upgrading of parks to make them more useable and enjoyable, including a greater variety of activities – skate parks, climbing walls, water parks.
- Planning for accessibility needs to be incorporated into spatial planning for commercial areas, public transport, walkways/cycleways, community amenities and for general safety. By doing so, people of all ages and abilities will be able to enjoy the Ōtūmoetai Peninsula.
- The Ōtūmoetai Peninsula is the location of intensive pre-European and early contact settlement. The likelihood of archaeological discoveries during future development needs to be understood and appropriate protocols and authorities obtained.
- The Ōtūmoetai Pa Historic Reserve is a significant archaeological and cultural site. Its purpose as an historic reserve needs to be prioritised in terms of any future activity within the reserve. Furthermore, any development adjacent to the reserve should also be respectful and mindful of this significant site.
- Intensifying residential development around the Brookfield, Cherrywood and Bureta centres should occur due to their proximity to transport routes and accessibility. There is a need to review the size of the existing local centres to ensure they are sufficient to cater for an increased population.
- The development of an infrastructure-led structure plan is required which identifies the available capacity of water supply, wastewater, and stormwater infrastructure, and the further capacity of the road network, along with necessary upgrades. A coordinated infrastructure approach to support intensification over the next 30 years is required for Council to achieve its growth targets.
- There are existing walkways and cycleways around much of the area, but there are many conflict points and existing shortfalls (such as the Matua waterfront) where further land and upgrades are needed to ensure effective outcomes.
- Matua is constrained by only having one entry/exit point. Further intensification within Matua will likely exacerbate the issues associated with this choke point.





## 4.0 Stage 2 engagement feedback – what we heard

The objective of Stage 2 engagement was to get feedback from the community and stakeholders on the listed projects identified, which ones were most important to them and whether or not they would meet their aspirations for how Ōtūmoetai will develop in the future. The following is a summary of the feedback.

- Greatest support was shown for housing intensification on Waihi Road and in the Brookfield centre, with general support shown for housing intensification in other areas. Several respondents said Council would need to improve access to greenspaces and improve walking and cycling networks and public transport options to cater for growth.
- Strong support for the Matua, Brookfield and Cherrywood commercial/retail centres to grow over time with more retail, food and commercial options in all three locations.
- General support for all projects that seek to improve access to shops, amenities, and open space. Respondents said traffic calming measures, pedestrian crossing improvements and intersection safety improvements will be needed to achieve project outcomes.
- General support for all walking and cycling improvement projects, particularly for upgrading the waterfront path between Fergusson and Kulim Parks and include widening it to a consistent width for walking and cycling. Several respondents said walking and cycling improvements need to be carried out alongside traffic calming measures in areas where there are no separated facilities.
- General support for all bus facility and access projects. Respondents said buses should be more frequent, and routes should cover a greater area. Some concerns also raised about the affordability of using the bus.
- There was general support for projects relating to placemaking, with strongest support for improving this and amenity in the Brookfield commercial/retail centre and enhancing the amenity along Ōtūmoetai Road. There was only mixed support for the project to strengthen the connection between Cherrywood commercial/retail centre, community gardens and Beach Road.
- General support for projects related to improving the quality of open space with the exception of increasing green space in Cherrywood, which received mixed feedback. Several respondents said Council should consider new seating and suggested the development of a pump track, fitness station or basketball court in areas such as the Carlton Reserve and Lees Park. There was strong support for the project to protect and enhance the values of Ōtūmoetai Pā Historic Reserve and projects to improve the Carlton Reserve and Bellevue Park.
- General support for projects seeking to improve existing off-road paths for multipurpose use including movement, biodiversity, and water quality. Strongest support was provided for opportunities for biodiversity and passive recreation (e.g. walking, running, cycling, nature and wildlife observation) along stormwater reserves between Brookfield commercial/retail centre and Waikareao Estuary and Kopurererua Valley.
- General support for projects looking to improve and upgrade community facilities and suggestions made to include outdoor seating, a library, an area for people to study, free Wi-Fi, and a café as part of both listed projects.
- General support for projects relating to Huria Marae.

Some projects were not as well supported, or considered a priority, and these included:

- Greater heights and housing choice in Matua, Cherrywood and Bureta, and on Ōtūmoetai Road. Some feedback provided directly to the project team also raised concerns about the potential issues with building up in terms of shading, privacy and whether this type of development is even suitable across the Ōtūmoetai Peninsula.
- Concerns were raised across the projects about the potential for 4+ storey buildings to block property views and sunlight, and about increased traffic volumes and pressure on parking capacity.
- Provide opportunities to increase the quantity and quality of green space near the Cherrywood Centre, noting that more green space was not necessary due to proximity to other existing green spaces.





## 5.0 Engagement approach

It was important for engagement to be pitched at the right level for the type of feedback we were seeking. For stage 1 that included broad ideas and concepts for how people wish to live, work, play and move around the Ōtūmoetai Peninsula, and in stage 2 their feedback on how Council proposes to provide for this through specific projects in the spatial plan.

A key objective of the engagement approach was to ensure we made it easy for the wider community to provide their feedback. For that reason, we used a number of engagement techniques (both online and in person) that we believe the community would best respond to. For consistency, we also sought to use the same engagement techniques for both engagement stages. A summary of those engagement techniques follows.

## 5.1 Generating interest

A stakeholder mapping exercise was undertaken at the start of the project to determine who we needed to engage with through the spatial plan process. We deliberately cast a wide net for stakeholder identification as we wanted to ensure that the various community groups and schools within the Ōtūmoetai Peninsula were included and made aware of the project and how they could have their say. Those stakeholders were contacted early on to confirm interest and for those representing a wider community group, school or organisation, we asked that they use their own contact databases to help spread information about the project and generate interest.

Pamphlet drops to households on the Ōtūmoetai Peninsula were used during both engagement stages to inform the wider community and pointed them to the project webpage for further information about the project and how they could have their say.

A series of print articles and advertisements about the project appeared in The Weekend Sun and Bay of Plenty Times newspapers, as well as digital advertising on Stuff, SunLive and the Bay of Plenty Times online. Residents were targeted with advertisements on Facebook and Instagram, which reached an audience of more than 28,000 people and directed them to the project webpage.

## 5.2 Wananga and hui with iwi/hapū

Through the preparation of this spatial plan Council has worked in partnership with the mana whenua of the Ōtūmoetai Peninsula, including representatives of Ngāti Ranginui, Ngāi Te Rangi, Ngāti Pukenga, Ngāi Tamarāwaho, Ngāti Tapu, Ngāi Tukairangi, Ngāti Hangarau, Tauwhao as well as wider engagement with iwi and hapū through the Te Rangapū Mana Whenua o Tauranga Moana Partnership. Wananga and hui have been underway since late 2021 with the purpose being to ensure that a comprehensive cultural understanding of the Ōtūmoetai Peninsula underpins the spatial planning process and to develop the Ōtūmoetai Spatial Plan cultural principles to support future projects. Mana whenua input into the process has also assisted to identify specific cultural projects for Ōtūmoetai as well as providing input into the wider outcomes and projects. Mana whenua were also involved in the design workshops.

## 5.3 Social Pinpoint

From the outset, it was anticipated that engagement would be heavily constrained by restrictions relating to COVID-19 being in the community. For this reason, we had a primary focus on using online tools for engagement such as Social Pinpoint, which would enable feedback to be gathered without being compromised by restrictions relating to social gatherings.



A summary of the approach to using Social Pinpoint and some statistics relating to its use are provided below. For further information relating to the use of Social Pinpoint during engagement please visit our project web page [www.tauranga.govt.nz/otumoetai2050](http://www.tauranga.govt.nz/otumoetai2050)

### 5.3.1 Stage 1

Respondents were able to share their feedback on the Social Pinpoint page via three methods: by chatting to multilingual chatbot Frankly, answering survey questions, or dropping pins on the interactive map with comments. The survey ran for a total of six weeks, opening on 21 March 2022 and closing on 30 April 2022. During that period, we had more than 5000 page visits and received 1477 individual pieces of feedback. This is made up of 45 Frankly conversations (or 179 comments), 1028 map pin drops and 270 survey responses.

### 5.3.2 Stage 2

Respondents were able to share their feedback on Social Pinpoint by liking/disliking and commenting on specific projects that were shared across three maps, or by taking an online survey. For stage 2 engagement we did not include the Frankly chatbot.

The survey ran for a total of four weeks, opening on 3 June 2022 and closing on 3 July 2022. During that period, we had more than 3600 page visits and received 401 individual pieces of feedback. This is made up of 343 comments on the projects and 58 survey responses. We received a total of 1080 likes/dislikes across the 60 projects listed.

## 5.4 Webinars

Webinars were used as a means for people to learn more about *Take me to the future: Ōtūmoetai 2050* directly from the project team and ask questions. Two webinars were held during Stage 1 on the evenings of 31 March and 13 April 2022, and one webinar during Stage 2 on 15 June 2022. These dates and time of the day were considered the most suitable for the

wider public. A 20-minute presentation, followed by a demonstration of how to use Social Pinpoint was undertaken before opening the webinar to questions from attendees. While the numbers for these events were low, there were some good questions being asked by those attending. The webinars were recorded and made available on the project webpage for anyone to view.

## 5.5 Drop-in sessions and meetings

### 5.5.1 Stage 1

Despite the restrictions relating to COVID-19, we were able to proceed with two drop-in sessions. The first of these at the Matua Bowling Club (30 March 2022) was combined with a presentation by Commissioners relating to future development of the City Centre. The second drop-in session (12 April 2022) was a standalone event held at St Stephens Methodist Church. Maps used in the Social Pinpoint survey were used to generate discussion about what people like about the Ōtūmoetai area and what changes they would like to see. Staff used iPads at these events to upload feedback from the community directly into Social Pinpoint. Approximately 50 people attended these events.

At the request of the Ōtūmoetai Rotary Club, we also attended a meeting on 28 March 2022 to present the project and answer questions.

### 5.5.2 Stage 2

For consistency, we used the same venues for the drop-in sessions during Stage 2 engagement - the Matua Bowling Club (20 June 2022) and St Stephens Methodist Church (21 June 2022). Maps used in the Social Pinpoint survey for Stage 2 were used to generate discussion about the 60 identified projects relating to topics including urban form, movement, open space/reserves, community facilities and the natural environment. Staff used iPads to upload feedback from the community directly into Social Pinpoint. Approximately 30 people attended these events.



## 5.6 Email and postal correspondence

Stakeholders and the community were also invited to provide feedback via email, or post during both engagement stages. This was particularly useful for those who wished to provide more detailed feedback about any particular topic that was pertinent to them. We received such correspondence from local residents, the development community, schools, advocacy groups and government organisations. For privacy reasons we have not included copies of the feedback provided through email and post in this report but have included any key themes and/or comments made (refer to Sections 3.0 and 4.0 above).

## 5.7 Ōtūmoetai College workshops

Workshops with seven geography classes (Years 10 – 13) at Ōtūmoetai College was undertaken during Stage 2 to provide an overview of urban planning, the Ōtūmoetai Spatial Plan project, and how we were using online mapping tools to seek community feedback.

This was particularly useful as feedback during Stage 1 indicated there was a lack of activities for young adults in the area. We received a lot of good feedback about the need for greater housing choice around centres (including apartments), the needs for a wider range of community and retail offerings within centres (e.g., library, cafes, community centres, free Wi-Fi), providing safer routes for cycling, and improvements to existing parks to provide play and activity for a range of ages (such as skate parks and BMX tracks).

The workshops at Ōtūmoetai College provided an excellent opportunity to engage directly with young adults in an environment familiar to them. It also provided an opportunity for them to discuss these matters among their peers and provide their feedback. For the project team it was also beneficial to hear directly from a sector of the community that will likely be the most affected by the spatial plan over the next 30 years.



## 6.0 Next steps

Council will now look to finalise the Ōtūmoetai Spatial Plan and have it adopted by the end of 2022. Once finalised it will be shared with the community, mana whenua and stakeholders as a blueprint for how the wider Ōtūmoetai Peninsula will develop. Importantly, we will continue working with all engagement partners on its delivery over the next 30 years, through a range of specific projects.