

# Te Puke

**Your community.  
Your future.  
Your choice.**



*Western Bay of Plenty  
District Council*

the way forward



**Te Puke**  
20-YEAR DEVELOPMENT PLAN

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## This Plan gives real meaning to the word 'community'...

*"FROM the outset the creation of this document has been about developing a workable plan to ensure Te Puke remains one of the best places to live, work and play in the Western Bay.*

*The Plan represents the combined work, expertise and skills of many people in Te Puke and, in my view, gives real meaning to the term 'community'.*

*In this context, the Plan not only deals with 'community' from a bricks and mortar perspective - the houses, the roads and shops that make up the built environment - it also captures a mixture of attitudes, personalities and spirits that make Te Puke unique.*

*The Plan identifies many opportunities for you to get involved and add even greater value to your community. Whether it's participating in plans to develop the town centre, or progressing new recreational facilities for young people, you can play your part to take Te Puke forward.*

*We look forward to working with you to make Te Puke 'the place' in the Western Bay to live, work and play."*

**Lorna Treloar**  
Chairperson  
Te Puke Community Board

September 2004

- Illustrations by Jenny Coker (Illustration Company).  
- Kiwifruit photographs courtesy of Zespri International Ltd.

## What we have done so far

IN October 2003, the process of developing this Plan was launched with a hui at Hei Marae, and a public meeting in the Te Puke Memorial Hall. Council called for volunteers to be part of a Community Forum, that would drive the process, and work to develop this Plan. The community responded enthusiastically, and the journey began.

The Forum's first task was to set down their vision for Te Puke in 20 years' time. This was shared with the public at an open day in November 2003. More meetings followed in November and December, to develop the ideas, strategies and actions.

The outcome was a Draft Plan called "The Way Forward" and this was circulated in early 2004 to give the public the opportunity to make submissions. After considering submissions, in June 2004 Council adopted the Plan which is set out in this booklet.

## About this Plan

THIS Plan expresses the hopes and dreams of the Te Puke community for the next 20 years and describes a path forward to achieve them. Its development has taken in the views of the wider Te Puke district, acknowledged Te Puke's role in the region and, most importantly, drawn together a diverse group of people with a common objective - to make Te Puke the best it can be.

This Plan will be a blueprint for the community to use - a valuable tool to inform people where the Te Puke community wants to go, and how it plans to get there. Government and non-government agencies, organisations, developers, businesses and residents all have a part to play.

## Te Puke today

TE PUKE is a thriving rural town of 6,771\* people, with a strong local economy. The town also services another 8,000 people living in the rural hinterland, Maketu and Pukehina. Te Puke is only 15 minutes drive from Papamoa East, a suburb of Tauranga City that is projected to grow by 20,000 people in the next 20 years.

The people of Te Puke have worked hard to develop a strong sense of community, the success of which is reflected in the large number of local community and sporting organisations, community safety programmes, and art and cultural events.

While local communities have traditionally been dominated by Maori and European origins, changing employment and lifestyle opportunities have led to a number of different ethnic communities establishing in the town. This diversity has been recognised most recently in the proposed Pou Pou walkway project. Designed to reflect the different ethnicities within Te Puke, this project is due to be completed by the end of 2004.

As the "Kiwifruit Capital of the World", Te Puke has embraced its horticultural identity by hosting events such as the annual kiwifruit festival, supporting the "three red seeds" sculpture to celebrate kiwifruit industry pioneers and, of course, by constructing the giant kiwifruit icon at 'Kiwifruit Country'.

In addition to kiwifruit, Te Puke's economic successes reflect a thriving agricultural sector based on dairying, cattle, deer and sheep, together with a strong, supporting service industry. More recently, there has been a notable increase in the number of professional service providers establishing in the town.

Under-pinning many of these economic and social successes, Te Puke's environment remains a vital asset to the people of the area. From the bush-covered hills in the Otanewainuku and Otawa reserves, to the Te Puke plateau and the wetlands, the natural environment continues to provide many recreational, cultural and economic benefits to both visitors and residents.

\*2001 Census

# Tangata Whenua

THE Te Arawa waka was built in Hawaiki by Ngati Ohomairangi, the original name of the people of Te Arawa, for the migration across Tiritiri Moana (Pacific Ocean) to Aotearoa - New Zealand, the land earlier discovered by their tupuna, Kupe.

Around 1350, the Te Arawa waka is said to have landed at Maketu under the command of Tamatekapua. He was responsible for many of the original place names of the area, having claimed the land from Maketu to Katikati. His people settled along the rivers and streams and built many pa in the district. The final landing place of the Te Arawa waka was at the mouth of the Kaituna River at Maketu. It is said the bow of Te Arawa rests at Maketu and the stern at Tongariro, establishing their mana over the territory "Mai i Maketu ki Tongariro" (from Maketu to Tongariro).

Twin brothers, Tia and Hei (uncles to Tamatekapua) also travelled from Hawaiki on the Te Arawa and while still aboard sighted and

claimed land from Te Puke to Otamarakau for their respective sons - Tia for his son, Tapuika, and Hei for his son, Waitaha. Today iwi central to Te Puke take their tribal name from these two first cousins.

Tapuika's rohe (boundary) is from the eastern side of the Papamoa Hills/Wairakei Stream. Waitaha's is from the northern side of the Waiari Stream into Tauranga, where Waitaha once resided, and extends as far north as Katikati.

Te Pohue was the original name for the township - the name Te Puke was given to an area now referred to as No. 1 Road. Te Puke appears on maps as early as 1867, long before there was any European settlement, and today it still retains a prominent tangata whenua presence represented by Te Arawa iwi: Tapuika, Waitaha, Tuhourangi, Ngati Makino, Ngati Whakaeu, Ngati Rangiwewehi and Ngati Whakahemo.

## The 12 marae within the traditional Te Puke rohe are:

Location	Marae/Hapu	Iwi
Manoeka	Hei	Waitaha
	Haraki	Waitaha/Ngati Rangiwewehi
Otukawa	Tuhourangi	Tuhourangi
Waitangi	Moko	Ngati Moko
Te Matai	Ngati Kuri	Tapuika
Te Paamu	Ngati Marukukere	Tapuika
Te Kahika	Tawakepito	Tapuika
	Makahae	Tapuika
Pukehina	Ngati Whakahemo	Ngati Whakahemo
Otamarakau	Ngati Makino	Waitaha
Maketu	Whakaeu	Ngati Whakaeu
Maketu	Te Awhe	Ngati Whakahemo

# European settlement <sup>1</sup>

IN 1878, George Vesey Stewart, farmer and real estate agent, expressed an interest in establishing a settlement on the Te Puke Block. In 1879, the Government requested a report on Te Puke Block, in which the surveyor wrote:

*"Te Puke affords one of the best sites for settlement now available in the Bay of Plenty. The soil is good, access comparatively easy, the aspect a gradual slope facing the rising sun; shelter from the worst winds is afforded by the ranges (forest-clad) lying immediately south-westward; whilst the climate is acknowledged to be the best in the North Island."*

In 1880, the Secretary for Crown Lands offered land to Stewart for a special settlement at Te Puke Block. A year later the first British settlers arrived from London aboard the *Lady Jocelyn*, and began cultivating field crops and grazing sheep and cattle.

By 1884 a dairy factory had been established, but farm incomes were hampered by poor transport infrastructure. Extensive flax operations were established in Te Puke, Maketu, and Pongakawa, and drainage of swamps opened up more land for pasture.

In the 1890's gold prospecting brought people to the Te Puke area, but the results were disappointing; Muir's Reef was the only claim to yield much gold.

Development of the town progressed and by 1902 Te Puke had a hotel, post and telegraph offices, four general stores, three blacksmiths and wheelwrights, two butchers, several shops, a timber yard, public hall, mission hall, church, and a school with a roll of 110 pupils.

<sup>1</sup> Extracts from Evelyn Stokes' *A History of Tauranga County* (Dunmore Press, 1980).

# community and culture

## He aha te mea nui? He tangata, he tangata, he tangata

*What is the most important thing?  
It is people, people, people*

OUR community is passionate about its town. People want Te Puke to develop as a place where they:

- have good access to a range of support services;
- have access to good educational and career development opportunities;
- feel safe and secure;
- feel included and accepted as part of the community;
- identify with the community; and
- feel good about the community they live in.

Te Puke's town population is expected to reach 8,400 by 2021. As the population increases so, too, will demand for accessible and affordable facilities and services such as recreation, health, education and learning, enforcement and emergency services, and support services for the aged.

In addition, our population is becoming more diverse, with different cultural needs and interests that need to be recognised and provided for in the future.

Education and career development are an essential need for any community, and Te Puke people want to ensure there is good access to education opportunities, industry training and career development choices.

Like other communities, Te Puke people have a need to feel safe and secure. Public safety has been recognised as an important characteristic of the town that needs to be fostered and maintained.

Heritage is important, and the community values its historic roots as well as its current successes. Te Puke's past and present needs to be recognised; including historic landmarks, industry and innovation, recreation and local identities.



*Our town centre  
incorporates the  
use of open space  
A vibrant town square,  
tree-lined streets*

*Artist's impression only*

## Our vision for 2024

**Te Puke is a town that is safe, secure and attractive, acknowledges its community and celebrates its success.**

- All community groups that provide support services such as health, employment, welfare, are centralised, affordable, accessible and practical, and co-ordinate their efforts to meet the needs of the community.
- The town centre is at the heart of the community. An events and cultural centre showcases the talent, diversity and interests of young and old.
- Natural resources and assets are highlighted and promoted.
- There are well-managed green areas, trees, and walkways that are accessible, and designed to reflect the unique characteristics of Te Puke.
- Opportunities and facilities are available for lifelong learning. Learners and trainees from outside the area are attracted to Te Puke.
- People feel safe. Residents proactively participate in crime prevention activities, and community health and well-being initiatives.
- The people who make up the community are a self-sufficient population.
- Te Puke has a vibrant population of young people and young families. There is stable employment.
- Te Puke has integrated relationships between all resident cultures and ethnic groups - an inclusive community culture has developed that encourages positive relationships between all New Zealanders.

# community and culture

## Here's how we will create **good access** to community support services

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Improve co-ordination of community and welfare services through information and resource sharing.	Western Bay of Plenty District Council (provider/facilitator)	Identify community service groups. Maintain community services directory database. Create a community forum to facilitate communication between local welfare and community organisations so that good community outcomes can be achieved. Determine level of interest from government and non-government organisations to co-ordinate the provision of community support services.	2005 Annual 2005 - ongoing  2005
Encourage community and welfare services to cluster together in an accessible location.	Western Bay of Plenty District Council (facilitator/advocate)	Identify appropriate and suitable site options to locate community services interested in clustering together.	2005/06

## Here's how we can make Te Puke a **safer, more secure community**

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Promote and encourage residents to support and participate in community safety activities, such as the Safer Community Forum, Neighbourhood Support groups, Night Owls and Graffiti Busters.	Safer Community Forum (facilitator/advocate) Ministry of Justice - CPU (partner) Western Bay of Plenty District Council (partner)	Regular Safer Community forums. Regularly promote organisation through the media. Promote successes through the media.	Ongoing
Support and maintain Safer Communities programme.	Western Bay of Plenty District Council (partner) Ministry of Justice - CPU (partner) Safer Community Forum (facilitator/advocate)	Co-ordination and management by Council through agreements with Ministry of Justice.	Ongoing
Promote and encourage CPTED (Crime Prevention Through Environmental Design) principles in the design of public and private space.	Western Bay of Plenty District Council (facilitator/provider)	See "A Country Town with a Business Heart", in the re-development of the Town Centre section, on Page 12.	-

*Our town is safe, secure and attractive, acknowledges its community and celebrates its success*

*A multi-purpose events and cultural centre showcases talent, diversity and interests*



*Artist's impression only*

## Here's how we will **build community identity**

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Promote Te Puke history, historical places and stories.	Schools (provider) Western Bay of Plenty District Council (provider/facilitator) NZ Historic Places Trust (provider/advocate) Te Puke War Memorial Hall Society (provider)	Investigate the development of a heritage section in the library. Develop historic promotional material. Promote historical town icons. Identify all historic buildings, structures and places. Develop a Strategic Plan for the future use, development and management of the Te Puke War Memorial Hall.	2005 - ongoing 2005 - ongoing 2005 - ongoing 2005 2005
Create a cultural multi-purpose centre for civic and cultural activities, including creative and performing arts, and conferences.	Western Bay of Plenty District Council (partner/facilitator) Yet to be identified interest groups	Investigate options to develop a multi-purpose community/cultural centre.	2006/07
Promote and support art in the community.	Te Puke Creative Arts Forum (provider)	Continue to encourage community participation in art and to support local artists, art societies and groups.	2005/06 - ongoing

# community and culture

## Here's how we can **build inclusion** and **community acceptance**

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Encourage community participation of ethnic minority groups in community affairs and activities.	Community Development Forum (facilitator/advocate) Ethnic group leaders (advocate)	Identify all resident ethnic groups in Te Puke.	2005
		Establish network groups for ethnic communities.	2005/06
		Hold events celebrating diverse ethnic communities of Te Puke.	Ongoing
Encourage youth leadership and advocacy and support opportunities for youth participation in community initiatives.	Western Bay of Plenty District Council (provider/ facilitator/advocate) Community Development Forum (facilitator/provider)	Establish a Youth Forum to advocate for the needs of young people.	2004/05
		Establish community mentoring programmes to support young people and people at risk.	2004/05
	Ministry of Youth Development (partner) Ministry of Social Development (partner)	Support youth promotion initiatives within the community.	Ongoing
Support people with special needs and disabilities by advocating their issues and challenges.	Community Health and Disability Services (provider)	Establish a support forum to identify issues and advocate for development opportunities for people with special needs.	2005/06
	Office of Disability Issues/Ministry of Social Development (provider/partner) Western Bay of Plenty District Council (advocate)	Support disability promotion initiatives within the community.	Ongoing



# recreation and leisure

## A happy, fit and healthy community

QUALITY parks and public utilities are recognised as important amenities to help keep communities fit and healthy.

While Te Puke offers a range of recreational and leisure opportunities, our community wants to proactively plan future activities to accommodate population growth, and to see the natural qualities and features of open space preserved and protected and complement environmental and ecological areas.

Te Puke people pride themselves on having a range of clubs that cater for a variety of sporting codes, and believe that participation in sport has increased, putting additional pressure on existing facilities. Planning needs to ensure there are sufficient facilities and services to cater for the future.

To enable more active community participation, better facilities, less duplication and better allocation of limited public recreation resources, our community recognises that the development of strategic relationships with schools, tangata whenua, and community organisations will be essential.

To support better co-ordination of recreation and leisure activities, a Sports and Recreation Forum could be established to assist with the development of stronger relationships among sporting clubs, as well as with Council and the users of recreational facilities. Participation in the forum by young people will be encouraged.

Our community believes that Te Puke's unique and natural qualities should be preserved and enhanced through the provision of open spaces and an attractive and consistently planted network of reserves linked by walkways and cycleways. These networks should be accessible to everybody.

There may be an opportunity for a sub-regional, indoor, multi-purpose sports facility to be built in Te Puke. This facility could also service Mount Maunganui, Papamoa, Tauranga, Paengaroa, Pukehina and Maketu. A feasibility study will be undertaken to examine the need, viability, location and funding requirements to develop such a facility.

The future recreation role of Jamieson Oval and Jubilee Park will be considered as part of the proposed town centre design study, and will be the subject of further consultation at that time.

The Te Puke High School aquatic centre has served our community well for many years, and will continue to in the short to medium term. However, there is concern that in the long term, the existing pool complex will not meet the community's needs. This issue will need to be carefully evaluated, together with other aquatic developments in the eastern area. It is noted that Tauranga is building an aquatic facility.

*People are happy,  
fit and healthy*

*Indoor multi-sports centre*



*Artist's impression only*

## Our vision for 2024

**The people of Te Puke and surrounds are happy, fit and healthy.**

- Recreation and leisure is accessible to everybody.
- Parks and reserves are unique, accessible and attractive, with walkways that provide excellent linkages.
- An indoor multi-sports centre is built for Te Puke and the wider sub-region.
- The town centre and cultural centre incorporate the use of open space.
- The need for a pool complex with integrated aquatic and recreational facilities has been investigated and resolved.
- Partnerships between Council, schools, tangata whenua, private sector groups and strategic partners deliver good outcomes.
- An acquisition strategy for future reserves has been provided.
- Complementary recreational activities are positioned to maximise effort and resources in one location.
- Te Puke hosts national and regional sporting events and activities.

# recreation and leisure

## Here's how we can create a more active community

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Ensure sufficient recreation and leisure reserves and facilities are available to meet the needs of the community.	Western Bay of Plenty District Council (provider) Private individuals or organisations (provider) Ministry of Education (provider)	Te Puke Reserves Management Plan. Recreation Action Plan.	2004 - ongoing Ongoing
Encourage co-operation, proactive involvement and community consultation.	Western Bay of Plenty District Council (facilitator) Sports Forum (advocate) Sport Bay of Plenty (facilitator) Schools (partner) Sports organisations (partner)	Establish a Te Puke Sports Forum.	2004/05
Reserves in Te Puke - provide opportunities for a range of parks and reserves equipment; - maximise use of road frontages; - provide places to host events and for locals and visitors to enjoy; - have excellent signage.	Western Bay of Plenty District Council (provider/facilitator) Community organisations (partner)	Te Puke Reserves Management Plan (Concept Plans). Recreation Action Plan.	2004 - ongoing Ongoing
Develop reserves that are linked through walkways and cycleways using urban streets, stormwater, stream and drain systems, esplanades and roading connections.	Western Bay of Plenty District Council (provider/facilitator/advocate) NZ Landcare Trust (facilitator)	Te Puke Reserves Management Plan. Recreation Action Plan. District Plan provisions to be applied to identify future esplanades. Transportation strategy to consider the provision of wider roads for cycleways and walkways. Eastern Arterial to provide for cycleways and walkways to create linkages between Te Puke and the coast. Develop a walkway linking Te Puke to the Waiari Stream, Kaituna River, wetland systems to the coast.	2004 - ongoing Ongoing 2004 - 06 2004 - 06 2004 - 2015 2004 - ongoing

# Here's how affordable, accessible and appropriate recreation and leisure facilities will be established

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Establish strong partnerships with the Ministry of Education, tangata whenua, strategic partners and community organisations.	Western Bay of Plenty District Council (facilitator/partner) Ministry of Education (partner) Iwi (partner) Strategic partners (partner) Community organisations (partner)	Identify potential partnering projects. Te Puke Reserves Management Plan. Recreation Action Plan.	2004 - ongoing
Investigate increasing reserve development impact contributions.	Western Bay of Plenty District Council (regulator/provider)	District Plan Change.	2004 - 06
Develop facilities, reserves and amenities in accordance with national and regional standards to allow the hosting of national and regional sporting events.	Western Bay of Plenty District Council (advocate/facilitator/provider) Regional sports organisations (partner) National sports organisations (partner)	Te Puke Reserves Management Plan. Recreation Action Plan. Develop relationships with national and regional sports organisations.	2004 - ongoing Ongoing Ongoing
Where feasible, co-ordinate the location of complementary recreation and leisure activities on one site.	Western Bay of Plenty District Council (facilitator/provider) Sporting clubs (partner) Sport Bay of Plenty (facilitator)	Te Puke Reserves Management Plan. Recreation Action Plan.	2004 - ongoing Ongoing
Develop a Te Puke Ward Reserves Acquisition Strategy.	Western Bay of Plenty District Council (provider)	Te Puke Reserves Management Plan. Recreation Action Plan. Investigate the need to prepare a Land Acquisition Strategy to cater for the future needs of Te Puke (20-30 years).	2004 - ongoing Ongoing 2004 - 2006
Investigate the need, location and cost of an indoor, multi-purpose recreation and sports activity facility.	Western Bay of Plenty District Council (facilitator/partner) Tauranga City Council (partner)	Te Puke Reserves Management Plan. Recreation Action Plan. District Plan. Feasibility Study.	2004 - ongoing Ongoing 2004 - 2006 2005/06
Identify future options for the recreation role of Jamieson Oval/Jubilee Park in the redevelopment of the town centre.	Western Bay of Plenty District Council (provider)	Town Centre Design Study. Te Puke Reserves Management Plan. Recreation Action Plan. Feasibility study.	2004/05 2004 - ongoing Ongoing 2005
Investigate community needs for future aquatic facilities to service the eastern district.	Western Bay of Plenty District Council (advocate/facilitator)	Recreation Action Plan. Feasibility study.	2008 2008



# town centre

## A country town with a business heart

THE Te Puke town centre is a window to the community. It reflects how people identify, connect with and feel about their town. People want to visit an attractive, active town centre, with good access to a range of goods and services.

Te Puke is a traditional rural service town, with the potential to become a key recreational shopping destination for people from neighbouring communities. Given Te Puke's transport links, it is well situated to service the eastern district, including Papamoa East, an area projected to increase by 22,000 residents in the next 20 years. The central location of Te Puke to Tauranga, Mount Maunganui, Papamoa, Rotorua and Whakatane generates many potential benefits. If Te Puke is to be an attractive place to live, work and play we must create a town centre that reflects those elements.

The community has raised important questions about the future development of the town centre. Heavy traffic movement has been identified as a major problem, particularly from a safety aspect but also with regard to noise and air pollution. While it is expected that the new Eastern Arterial bypass route will considerably reduce the flow initially, traffic volumes through Te Puke are forecast to reach current levels again within 16-17 years.

The community is concerned that any delays in the construction of the Eastern Arterial will have a significant impact on the town centre, particularly if the Rangiuru Industrial Park is progressed in the near future.

A further issue identified by the community is the lack of a central 'heart' to the town. At present there is no identifiable central business district, and commercial development tends to occur in a linear pattern down Jellicoe Street. There is potential to transform the town by developing a 'heart' in its centre.

The Commerce Lane toilets will ultimately need to be upgraded or replaced and it is important that any new toilet block meets the needs of both locals and visitors and is located in the right place. The establishment of a new toilet block could see the art sector, private enterprise and Council working together to create not just a "loo", but a "superloo", which could be a visitor attraction in its own right.

Te Puke also has a chance to connect with future rail passenger transport services, linking it to other main centres (Tauranga, Hamilton and Auckland). The town should be considered as a possible destination, creating opportunities for the future expansion of Papamoa. Any proposed rail station must connect with the town centre.

There is an opportunity to re-develop the town centre (once the Eastern Arterial has been built) and we must think now, about how we want it to look and function. This means designing and planning a town centre that is both appealing and functional. To achieve this outcome, Council will commission a design expert and traffic engineer to work with the community and Council to investigate possible design options and address pressing issues.



Artist's impression only

*The town centre - becomes the heart of our community  
An area to which both residents and visitors are drawn - showcasing diversity,  
unique qualities, healthy lifestyle*

Matters to be investigated in the study include:

- reducing the impact of "through traffic" on the commercial area;
- centralising, refocusing and revitalising the heart of the town by defining a central locality;
- allowing the town centre to grow in width rather than length;
- providing green-space within the town centre, ensuring the town centre design links commercial, recreational and cultural areas;
- ensuring there is sufficient public parking to meet existing and future needs;
- identifying an optimum location for the proposed "superloo" toilet block;
- advocating for any future passenger rail service that links Te Puke to other centres; and
- identifying an optimum location for any proposed rail station linking to the town centre.

Part of re-vitalising the town centre includes providing for mixed-use development. Mixed-use enables retail, commercial, and limited residential activity to occur in the same area. The District Plan presently allows for this type of development and Council will ensure that it continues. Mixed-use development increases activity and brings life into a town centre.

Council will endeavour to protect the town centre by locating industry outside it and ensuring that the District Plan does not provide for industrial activity in commercial and residential zones (those zones that are close to or include the town centre).

# Our vision for 2024

## A country town with a business heart.

- Industry type is important – smart industry, clean industry.
- Recognition of the need for a skilled workforce and skilled employment.
- The town has a heart – a town square.
- Te Puke’s town centre is protected by industry locating outside the centre.
- A mixed-use main street (central retail area).



SUPERLOO - Artist's impression only



We are a country town with a business heart

Central retail area mixed with leisure activities

## Here's how we will re-develop the town centre

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Commission an urban design expert and a traffic engineer to investigate development options for the redevelopment of the town centre in consultation with the community.	Western Bay of Plenty District Council (provider)	Contract.	2004/05

## Abundant harvests fuel the economy

THE source of Te Puke's wealth is its hinterland. Over generations, the fertile soils and excellent climate have fuelled the town's success. To make sure this source of wealth is not destroyed, the most versatile soils – those that can support a wide range of crops – will need protection.

To do this we must make sure that the best use is made of that land. A balance must be struck between protecting versatile soils and using good land for residential and business development, which also sustains key sectors of the economy. Any such development must be done efficiently to minimise the loss of high-value soils.

Te Puke is the home of the kiwifruit industry and is well placed to lead the world in research, production, harvesting, processing, and training for the industry. We also recognise that our economy is heavily dependent on kiwifruit, and there is a risk that a major downturn could severely affect the whole town. While celebrating the success of the kiwifruit industry, diversification into other crops and industries should be encouraged.

## Our vision for 2024

**We are the food basket of the Bay, now and for years to come.**

- The area produces a diversified range of top quality food, horticultural and dairy goods.
- Producers are innovative and adaptive, responding to the changing needs of world markets.
- We lead the world in research, production, harvesting, processing, and training for the kiwifruit industry.
- New ventures in horticulture benefit from the commercialisation of research.
- Decisions on land use have balanced the protection of versatile soils with development of residential and business land that supports key sectors.
- The wide range of services available in Te Puke supports primary production.



*“Over generations, the fertile soils and excellent climate have fuelled the town's success.”*

## Here's how we will maintain future harvests, and **our prosperity**

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Conserve versatile soils by encouraging innovative approaches to residential development without compromising Te Puke's rural character.	Western Bay of Plenty District Council (provider) Developers (advocate)	Review District Plan.	2004
Conserve versatile soils by encouraging a collective approach to provision of business land, to avoid duplication of infrastructure.	Priority One (advocate) Developers (advocate) Western Bay of Plenty District Council (provider)	Promote opportunities for collective provision of business land. Review District Plan.	2004/05
Conserve versatile soils by making more efficient use of existing infrastructure, by investigating barriers to change of use of existing facilities.	Western Bay of Plenty District Council (provider) Priority One (advocate)	Review District Plan.	2004/05
Maintain economic viability of Te Puke's hinterland by informing the community of issues facing the horticulture and agriculture industries and their potential impacts, e.g. labour, skills, automation, diversification.	Industry representatives and associations (advocate) Priority One (advocate) Western Bay of Plenty District Council (advocate)	Communicate issues through media as they arise. Engage public through trade shows and events. Use skills gap analysis study to implement sector strategies.	Ongoing
Encourage primary producers to support local service providers.	Western Bay of Plenty District Council (provider) Focus Te Puke (partner)	Establish and publicise a database of services available in Te Puke.	2005
Provide support for new ventures – links to technical, export and marketing resources, industry trends.	Western Bay of Plenty District Council (provider) NZ Trade and Enterprise (partner) Chamber of Commerce (partner) Priority One (partner) Bay of Plenty Enterprise Centre (provider)	Local Economic Development Officer – respond to requests for referrals and information.	Ongoing
Investigate strategies for providing affordable accommodation for seasonal workers.	Horticulture industry (partner) Western Bay of Plenty District Council (provider/facilitator)	Facilitate meeting of interested parties to investigate strategies and actions. Review District Plan.	2005/06 2004/05



## Adding value in a strategic location

WITH new technology and enterprising minds, opportunities will arise to develop new products based on the region's primary production.

Te Puke is strategically located to add that value, and businesses can take advantage of road, rail and air links to regional and international markets.

Currently, there is a shortage of business land in the region, so more should be provided. The timing of rezoning and development of utilities must be synchronised to avoid uncertainty, which may discourage some businesses from investing and starting new ventures.

At the time of the 2001 Census, 25% of the people who worked in Te Puke township lived in Tauranga, making it less likely that they would socialise in Te Puke. Often the success of new ventures is greater where there are strong business associations, which provide stimulation and opportunities for co-operation to develop. Te Puke could benefit from the establishment of such an association.

*Adding value in a strategic location*

*Centre for businesses and professional offices*



*Artist's impression only*

## Our vision for 2024

**Te Puke is a clean and clever place to do business.**

- Clean, diversified industry adds value to the region's production using the latest technology and processes to develop new products.
- An active business association provides stimulation and networking opportunities.
- The Regional Business Park at Rangiuuru, which is an integral part of the Te Puke business community, is a model of environmentally-responsible development.
- Businesses and head offices locate in Te Puke for its skilled labour force, strategic location and access to the Port of Tauranga, natural resources, and enviable lifestyle.
- Specialist businesses have developed, exporting products to the world's older population, and sports training and education.



# Here's how we will **stimulate economic growth**, using the region's strategic advantages

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Link producers with industrial processors to identify opportunities to add value.	Priority One (partner) Business community (partner) Western Bay of Plenty District Council (facilitator)	Investigate best option for establishment of Economic Forum for Te Puke or business association.	2004
		Work with Priority One to set up small economic task force to investigate opportunities, and link with potential investors.	2004
		Monitor availability of rural services in Te Puke, and capture information on business issues on an ongoing basis.	2005
Provide for more business land; support stakeholders in the development of a regional business park in the Te Puke area; promote local investment in the project.	Western Bay of Plenty District Council (provider)  Te Puke Economic Task Force (provider/advocate) Priority One (provider/partner)	Undertake District Plan changes.	2004
		Provide information to potential investors.	2004/05 onwards
Develop within regulatory framework a commitment to economic growth, and proactive facilitation of development, without compromising the environment.	Western Bay of Plenty District Council (provider)	Provide advice on regulatory processes. During review of Council's Economic Strategy, investigate impact of current processes on business development.	2005
Recognise that economic growth benefits the whole community.	Western Bay of Plenty District Council (provider)	Review of Council's rating policies. Investigate options for flexibility in rating policy in response to business conditions.	2005
Promote Te Puke as a location for sub-regional projects and services, e.g. hospital, sports centres.	Western Bay of Plenty District Council (facilitator) Te Puke Economic Task Force (partner)	Investigate opportunities for relocation of sports code (BOP) head offices. Make connections with seniors' market cluster, and health sector.	Ongoing
Take advantage of Te Puke's strategic location in the region.	Priority One (partner) Access Partnership (partner) Western Bay of Plenty District Council (facilitator)	Investigate access links to Papamoa East from Te Puke. Promote Te Puke's potential as a distribution hub.	2004/05 2007/08



## Top skills build top careers

TO attract and retain young, skilled people and families, Te Puke has to offer careers, not just jobs, and the chance to earn more than average incomes. Addressing student accommodation and transport issues could improve access to tertiary education facilities, effectively making it more affordable.

People of all ages would benefit from lifelong learning, keeping their skills up to date - and relevant. In turn, Te Puke businesses will benefit from having a stable skilled workforce, and access to local training tailored to business needs.

If Te Puke visibly supports entrepreneurship and celebrates innovation and business success, the spin-offs could have a big impact. Youth would be more aware of career opportunities and the rewards for being creative, taking a risk, and doing something new.

## Our vision for 2024

**Te Puke is a town where skills are valued, taught and put to good use.**

- Te Puke's good education facilities attract students from further afield, at all levels of education.
- Youth are aware of the wide range of career opportunities available in the area, and are encouraged to stay in, or return to, Te Puke.
- The community encourages and supports local entrepreneurs and innovators, and joins in celebrating their business success.
- A wide range of employment opportunities is available, which act as a magnet for people of all ages who want rewarding careers and the chance to develop their skills throughout their working lives.



## Here's how we will develop a **skilled, responsive workforce** enjoying rewarding careers

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Promote Te Puke as a location for tertiary institutions and Crown Research Institutes, especially for horticultural courses.	Tertiary Education providers (partner) Education cluster (partner) Western Bay of Plenty District Council (partner/provider)	Investigate public transport improvements. Consider options for suitable student accommodation facilities.	2004/05 2004
Promote Te Puke as a place for young people wanting careers, and develop opportunities for apprenticeships, and evening school.	Priority One (advocate) Ministry of Social Development (partner) Education cluster (partner) Local tertiary education providers (partner) Te Puke High School (partner)	Encourage use of Priority One's skills gap analysis and INSTEP programme to help drive training and career choices.	Ongoing
Strengthen links between business community and schools.	Priority One (advocate/provider) Chamber of Commerce (advocate/provider) Safer Community Forum (advocate/provider) Tauranga Community Arts Council (advocate/funder/facilitator)	Promote INSTEP programme with businesses. Promote Youth Enterprise Scheme. Hold careers day.	Ongoing Ongoing 2005
Encourage the community to celebrate business success and innovation.	Community groups (partner) Kiwifruit industry representatives (partner) Western Bay of Plenty District Council (facilitator) Focus Te Puke (facilitator) Tauranga Community Arts Council (partner)	Investigate development of Te Puke Business Awards. Develop a permanent expo to celebrate Te Puke's kiwifruit identity and history.	2004/05
Work with industry to encourage the extension of work opportunities in seasonal industries to fill the year.	Priority One (advocate) Ministry of Social Development (partner) Horticulture industry (partner)	Facilitate meeting of interested parties to investigate strategies and actions.	2005/06



## Come to visit, stay a while

VISITORS add to the life of our town - they support its events, its community facilities, and its businesses. They can form part of the workforce too, often giving more than they receive. The Te Puke community wants to be more visible on the tourist map – after all, we are the “Kiwifruit Capital of the World”!

With more shopping malls and “big box” retail environments in the region, Te Puke can use its special “country comes to town” character as a drawcard, attracting out-of-towners wanting a different experience. But this will not happen until the heavy trucks are taken away from the main street.



Artist's impression only

Given the right facilities, and its good transport links, Te Puke could be the logical location for a number of large regional events, be it sports, arts or culture.

Just outside town, the Papamoa Hills Cultural and Heritage Park could be the gateway to Maori tourism in the region. This unique park, located on the route from Tauranga to Maketu and Rotorua, could provide many business opportunities for tangata whenua.

## Our vision for 2024

**Te Puke provides a distinctive experience that brings people to town and tempts them to stay.**

- Te Puke's "country comes to town" character is evident all over town – community participation is high.
- People enjoy day trips to our town, with its wide tree-lined streets, vibrant town square, interesting shops open seven days a week, places to eat, and a variety of sports and arts events.
- Visitors come to Te Puke to experience its unique attractions, including a permanent kiwifruit expo.
- The Papamoa Hills Cultural Park is a gateway to Maori tourism in the region, linking in with Maketu and Rotorua.
- Young tourists use Te Puke as a base, to take advantage of the region's activities, beaches, and seasonal work opportunities.
- Te Puke is a place people want to live in, invest in, and retire in.

*We provide a distinctive experience that brings people to town and tempts them to stay*

*Enjoying country markets, places to eat, interesting shops*

# Here's how we will promote Te Puke as a unique destination

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Strengthen and promote "Kiwifruit Capital of the World" identity.	Western Bay of Plenty District Council (facilitator) Focus Te Puke (provider) Business and community groups (partner) Tourism operators (advocate) Tourism BOP (advocate)	Improve signage. Consider ways in which Te Puke's branding can be reflected in corporate and town activities.	2004/05 2004/05
	Business and community groups (partner) Kiwifruit industry representatives (partner) Western Bay of Plenty District Council (facilitator) Focus Te Puke (provider)	Develop a permanent expo to celebrate Te Puke's kiwifruit identity and history.	2004/05
Develop retail heart of the township.	Western Bay of Plenty District Council (provider/ regulator) Focus Te Puke (advocate)	Encourage all retail activity to locate in retail heart, and encourage non-retail activities to locate out of prime retail space.	2004
		Develop traffic control options/strategies to ensure the safety of pedestrians.	2004/05
Attract more visitors by encouraging the development of tourism product range.	Western Bay of Plenty District Council (facilitator) Tangata whenua (partner) Tourism BOP (advocate)	Establish and support tourism cluster. Provide support for development of Maori tourism opportunities as needs emerge.	2004 Ongoing
Make the most of regional promotion strategies of Tourism Bay of Plenty.	Western Bay of Plenty District Council (provider) Tourism BOP (partner)	Establish and support tourism cluster. Investigate integration of Tourism Bay of Plenty signage strategy.	2004 2004
Promote export-quality standards in the tourism industry.	Tourism BOP (provider)	Promote opportunities for training for tourism operators.	Ongoing
Develop flagship events for Te Puke.	Western Bay of Plenty District Council (facilitator) Community groups (partner) Industry representatives (partner) Focus Te Puke (provider) Tauranga Community Arts Council (partner)	Investigate development of trade shows, field days, and possible integration with A&P show. World-class sporting events, produce markets.	Ongoing
Use global trade connections and relationships to leverage tourism.	Tourism BOP (partner) Western Bay of Plenty District Council (facilitator) NZ Trade and Enterprise (partner)	Investigate opportunities with tourism cluster and private sector.	2004/05
		Investigate development of trade shows, field days, and possible integration with A&P show.	Ongoing
Investigate links between backpacker tourism and seasonal workforce, and opportunities for marketing seasonal work.	Tourism BOP (partner) Western Bay of Plenty District Council (facilitator)	Co-operate with other regions to develop ideas. Investigate development of brochure of seasonal work opportunities.	2004/05 2005/06
Encourage provision of tourist accommodation in Te Puke area.	Western Bay of Plenty District Council (facilitator) Tourism BOP (advocate) Developers (provider) Tourism operators (provider)	Support tourism cluster.	2004



# environment

## 100% pure from the mountains to the sea

TE PUKE'S natural environment is an invaluable asset for both residents and visitors. Not only is it the basis for the local economy, but it also provides unlimited recreation opportunities, it is an integral part of the town's appearance, and it has significant intrinsic values for many of our people.

However, as land use practices change and the rate of development increases, Te Puke people are becoming increasingly concerned about the state of the local environment.

The forests are quieter than they used to be. Native bird and plant populations have declined, due to loss of habitat and predation by introduced pests. People have also noticed that many of the waterways are no longer full of eels and inanga, and they believe that sprays and traffic pollution are affecting local air quality. There is also concern that established trees are coming under threat as urban development pressures increase.



Artist's impression only

### *Te Puke connects the mountains with the sea*

*Accessible parks and reserves are linked by walkways and connecting areas of natural bush*

In addressing these concerns, the challenge for councils, central government agencies, non-government organisations and the local community is to accurately determine the state of Te Puke's environment, and to respond to identified threats and issues in a way that ensures the environment can continue to be enjoyed by current and future generations.

The community wants to play a role in this process. Whether it is undertaking "backyard" monitoring, protecting a stand of native trees, or simply recycling household waste, Te Puke's community has and will continue to achieve excellent results by working together to fix local problems.

## Our vision for 2024

### **Te Puke connects the mountains with the sea.**

- The *mauri* (life force) of air, land and water is respected and protected, ensuring the sustainability of Te Puke's natural resources.
- Connected ecological corridors extend from the mountains, through the Te Puke plateau and wetlands, and on to the sea, supporting a complex variety of indigenous plant and animal life.
- Natural waterways flowing from the hills to the sea are healthy and teeming with life, free from pollution and rivers and streams can be enjoyed by young and old!
- The unique features of Te Puke's environment are identified and protected to assist in the survival of rare or endangered species and to provide a legacy for future generations.

### **Te Puke is a place that brings the country to the town.**

- Te Puke has an enviable reputation for clean air, free from the adverse effects of sprays and traffic pollution.
- Ecological corridors extending from the surrounding mountains are linked with vegetated urban gullies and reserves, providing pest- and weed-free habitats for a diverse range of native flora and fauna - Te Puke awakens to a dawn chorus!
- Significant trees in the main street and surrounding township are abundant and adequately protected, providing a unique icon for Te Puke within the Bay. Specimen and orchard tree parks contribute to our town's identity.

# Here's how we will protect and **enhance our natural environment** for the benefit of current and future generations

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Promote public awareness and participation in caring for Te Puke's environment.	Community (provider) NZ Landcare Trust (facilitator/provider/partner) Western Bay of Plenty District Council (facilitator) Environment Bay of Plenty (partner/facilitator) Environment Forum (advocate/partner) Education providers (partner/facilitator) Department of Conservation (facilitator) Queen Elizabeth II Trust (partner/facilitator) Royal Forest and Bird (partner/facilitator) Wild About New Zealand (partner/facilitator) Local businesses (partner/facilitator)	Establish a community-based environment forum to lead local initiatives in improving the environment. Encourage environmental education and monitoring programmes to include the wider community. Investigate the establishment of regular "volunteer" environmental enhancement events - e.g planting days. Investigate opportunities to develop high-profile exemplars of environmental protection and regeneration. Promote community and business awareness about: - the state of the environment; - local environment protection schemes - e.g recycling, agrichemical and hazardous waste disposal; - funding opportunities for community environmental protection initiatives/projects; - waste reduction and resource efficiency - e.g through Enviroschool programmes, "cleaner production" programmes. Support business practices that reduce waste generation and air pollution. Support training and education opportunities that promote environmentally-smart business practices.	2004/05 Ongoing Ongoing Ongoing Ongoing Ongoing Ongoing
Encourage and co-ordinate monitoring of Te Puke's local environment.	Western Bay of Plenty District Council (partner) Environment Bay of Plenty (partner) Environment Forum/Community (advocate/facilitator) Queen Elizabeth II Trust (partner) Royal Forest and Bird (partner) Wild About New Zealand (partner) Tangata whenua (partner) Education providers (partner)	Promote improved environmental monitoring in Te Puke, particularly air quality and stormwater discharge to waterways. Develop strategies to co-ordinate environmental monitoring and promote information sharing between government and non-government organisations.	2004 onwards 2004 onwards



# Here's how we will develop **ecological corridors** to link the mountains and the sea

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Promote ecological connectivity objectives in Council Reserve strategies and sub-regional development processes.	Western Bay of Plenty District Council (provider/partner) Community (partner) Environment Forum (partner/advocate) Environment Bay of Plenty (partner)	Review Council's Reserve Management policies. Participate in SmartGrowth and Tauranga City Council's Papamoa East Development Plan. Identify and promote where ecological corridors could be established. Investigate the need for a land acquisition policy.	2004 2004 onwards  2004/05  2005 onwards
Investigate options to encourage the protection of significant ecological areas and corridors on private land.	Environment Bay of Plenty (partner) Environment Forum (partner/advocate) Western Bay of Plenty District Council (provider/partner) NZ Landcare Trust (partner) Queen Elizabeth II Trust (partner)	Promote landowner awareness about environmental protection mechanisms and funding availability.	Ongoing
Encourage comprehensive weed and pest management practices.	Western Bay of Plenty District Council (partner) Environment Bay of Plenty (partner) Environment Forum (facilitator) Queen Elizabeth II Trust (partner) Royal Forest and Bird (partner) Wild About New Zealand (partner) Community (advocate) Local businesses (partner) Ministry of Social Development (partner)	Promote public awareness about pest and weed species and methods for control, e.g. wild kiwifruit. Support existing and new partnerships that fund and undertake weed/pest management.	Ongoing  Ongoing
Promote the restoration of local gully and waterway systems.	Western Bay of Plenty District Council (provider/partner) Environment Bay of Plenty (partner) Environment Forum / Community (advocate/facilitator) Queen Elizabeth II Trust (advocate) Royal Forest and Bird (advocate) Wild About New Zealand (advocate) Education providers (partner) Local businesses (partner) Community (advocate) Ministry for the Environment (partner) NZ Landcare Trust (facilitator) Tangata whenua (partner/advocate)	Investigate opportunities to establish "gully care" and "stream care" programmes. Investigate opportunities to provide landowners with low cost plants, training and information on gully restoration and preservation. Investigate opportunities to improve availability and access to waste disposal facilities. Investigate feasibility of developing a cultural health index for local waterways. Investigate feasibility of establishing esplanade strips/reserves on all local waterways.	2005 onwards  Ongoing  2004/05 onwards  2005  2006 onwards



# environment

## Here's how we will encourage **tree planting** and protection in our town

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Investigate ways to increase plantings on Council's recreation and road reserves in the town.	Western Bay of Plenty District Council (provider/partner) Community Board (partner) Rural Women NZ (facilitator)	Review Te Puke Reserve Management Plan. Review implementation of Te Puke Community Roading Plan.	2004 2004
Ensure locally significant trees are adequately identified and protected.	Western Bay of Plenty District Council (provider/ regulator/facilitator) Community Board (partner) Environment Forum (partner) Community (advocate)	Review District Plan Heritage Tree Schedule and criteria. Review the purpose and species of Te Puke's official tree. Investigate ways to inform the public about significant trees - e.g plaques, heritage trails.	2004 Ongoing Ongoing
Encourage appropriate tree-planting and maintenance techniques.	Environment Forum (provider) Western Bay of Plenty District Council (facilitator)	Develop guidelines for residents and landowners.	Ongoing

# infrastructure

## Servicing our town

PROVIDING for a growing population requires well-planned infrastructure.

Water supply, roads, wastewater, stormwater and solid waste are essential services to most households and businesses in the Te Puke community. They are part of our town's infrastructure.

These services give households the convenience to dispose of wastes, access good clean water and travel safely.

Infrastructure provision also enables businesses to manufacture and deliver products and services. However, poorly-managed or inadequately-funded infrastructure can result in negative consequences.

As Te Puke expands and develops, residents want to see effective planning to meet the future needs of the community.

## Our vision for 2024

### Servicing our town.

- Water is supplied to the community to an appropriate standard.
- Stormwater system is adequate.
- The roading system is safe and efficient.
- Wastewater is disposed of in accordance with acceptable health, safety and environmental standards.
- Solid waste is managed in an appropriate and environmentally-sound way.



## Issues

## What's in the pipeline

### Roading

Urbanisation of western side of Manoeka Road, south from Te Puke Quarry Road.	Footpath, kerb and channel, and seal was started in 2003/04.
Eastern Arterial.	The Eastern Arterial is an Access Partnership project from Domain Road (Papamoa) to Kiwifruit Country. Council will advocate for the Arterial.
Traffic safety.	Traffic safety issues will be addressed by the Joint Road Safety Committee.
Reduce heavy vehicle movement from Jellicoe Street.	See "A Country Town with a Business Heart" on page 12.

### Water

Poor water quality.	The surface water sources from the Waiari Stream and Raymond Dam are being replaced with bore water supplies. The bores are programmed for completion for 2004/05 to meet demand. Sufficient groundwater has been identified to meet future growth. This will enable Council to obtain a B Grade water certification (currently Grade E).
Water supply demand.	A Numerical Computer Model has been established to enable Council to model the impact of growth on the water supply pipe network. This will enable Council to upgrade pipe reticulation ahead of demand.
Quality and quantity.	Council must continue to monitor the quantity and quality of the water supply in order to comply with legal requirements, and to ensure the health and safety of consumers is protected.

### Wastewater

—	Major upgrades of wastewater services were completed in 1999. Sufficient capacity exists to meet demand and growth for the next 30 years. Treatment station modifications can be accommodated within the existing boundaries of the wastewater station beyond the 30-year period.
Quantity and quality.	Council must continue to monitor the quantity and quality of wastewater reticulation in order to comply with legal requirements and ensure any negative environmental effects are prevented or mitigated.

### Stormwater

Flood hazard areas.	The Te Puke area has been mapped showing flood hazard areas. These are areas where flooding is likely to occur. Areas requiring upgrade have been determined. Re-zoned areas may need to be included.
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### Solid waste

Deferred to 2005/06.	Council defers the construction of greenwaste facilities in the eastern areas to 2005/06.
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## Te Puke is unique

TE PUKE is characterised by a low density urban area – wide streetscapes, large sections, an abundance of mature trees, and a distinct rural flavour. Businesses and industries in the town have grown because of the surrounding rural sector, and reflect that in their nature. The rural hinterland contributes to the character of the town, providing a ring of kiwifruit planting most easily identified in aerial photographs.

People are passionate about their town, and recognise that it is Te Puke's very uniqueness that is its strength. They want to see that unique character retained and enhanced over the next 20 years.

## Te Puke is going to grow

THE town (Te Puke Community Board area) is going to grow by around 1,600 residents over the next 20 years. That means more houses, more reserves, more employment opportunities, more transport linkages, and more services will be needed.

It is estimated that the Te Puke Ward will require an additional 35-40 hectares of employment land, 15 hectares of active reserves and, depending on the amount of infill development, 26-55 hectares of residential land.

## Growing our town

### Projections to 2021

Population - Te Puke Community	8,400
Population - Te Puke Ward	10,600
Households - Te Puke Community	3,300

### Projected requirements to 2021

Houses, greenfield (new zones)	+651 houses
Infill housing, current residential zone	+200 houses
Extra residential land	26-55ha
Extra employment land	35-40ha
Extra active reserves	15ha

## Growth can be directed

BY planning and re-zoning for growth, the full cost of development will be met by new development rather than existing ratepayers. The Urban Growth Study that was carried out in conjunction with this long-term planning process investigated areas for employment, active reserves and residential land development. Based on the findings, a Plan Change was prepared to re-zone new areas in the District Plan (*See map on page 32*).

As well as identifying a need for new residential zoning, local iwi maintain that some existing areas are not being developed to their fullest extent. In particular, Marae Papakainga Zones are not realising their potential in terms of enabling desirable residential development for their owners. This situation requires attention, in terms of providing services and infrastructure to a particular development style.

While it is important that new (greenfield) areas are looked at for residential development, it is also important that infill development is encouraged, so that sprawl is limited to the greatest extent possible. Infill development should, however, still retain the appearance of low density that characterises the town.

The low-density appearance can be maintained by, among other things, providing open green spaces, walkways and cycleways – these also help to reduce dependence on the automobile and are good for the health of the community.

Finally, in all development scenarios (employment, residential and infill) it is vitally important that the environment is valued and protected. This means ensuring that new development is planned so as to avoid effects such as pollution, noise, flooding, and traffic problems. Some controls need to be placed on the types of industry establishing in Te Puke so that smart, clean, industry is encouraged, and polluting activities are not enabled to establish.

## Local businesses need land

It is important that local businesses are supported. That support includes providing enough business land, and making it attractive for local businesses (rather than regional or national businesses) to establish in the newly-zoned areas.

A huge part of any re-zoning process involves sorting out the servicing (stormwater, water, sewer etc). It is vital that any newly-zoned land is "ready to go". That is, the services are budgeted for, and put in place so that development can occur immediately upon re-zoning.

Once the land is provided, in order to function and grow, the strengths and benefits of Te Puke's business community need to be known by the wider business community. In addition, Te Puke needs adequate transport links to the rest of the world. The Eastern Arterial will provide a second crossing of the Kaituna River, addressing the current problem caused by the inadequacy of the existing Kaituna River bridge. But the Eastern Arterial is not the answer to all of our area's transport needs, so work needs to continue on making other connections.

As well as transport links, part of ensuring employment growth in and around Te Puke includes supporting the development of the Regional Business Park at Rangiuuru.

## Our vision for 2024

### Land use supports local business.

- Te Puke provides locally focused business land around Te Puke Quarry Road, SH2 and No. 3 Road that complements the Regional Business Park at Rangiuuru.
- Te Puke is a service centre that maintains its rural identity.
- Infrastructure has been provided to enable development.

### Te Puke is a globally-connected service centre.

- Te Puke plays a key role as a service centre in the eastern end of the sub-region – and shows support for the development of a Regional Business Park at Rangiuuru.

### A balance of town and country.

- Residential land that is complementary to Papamoa – offering choice.
- "Smart" residential development.
- A consolidating urban area that still retains its low density appearance.
- Greenfields development at a density that enhances the existing low density appearance of Te Puke.
- An urban area that reflects the rural surrounds – valuing greenery.
- Development that recognises the value of productive land where appropriate.
- Recognition of importance of the natural environment (including wetlands, gullies, waterways and bush).
- Recognition of the impact that some development can have on visual amenity in Te Puke.



# Here's how we will ensure that land use **meets the needs** of the community, the environment and the economy

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Complete an Urban Growth Study to investigate industrial land at Te Puke North, and residential land in MacLoughlin Drive, Dudley Vercoe Drive, Norm Freeman Drive North, and No.1 Road/Boucher Avenue.	Western Bay of Plenty District Council (provider/regulator)	Te Puke Urban Growth Study. District Plan Change (to alter Operative District Plan).	July 2004 July 2004 - ongoing
Consider rules that will enable smaller businesses to establish in new employment zones.	Western Bay of Plenty District Council (regulator)	District Plan Change.	July 2004
Ensure that appropriate minimum section sizes/average yields are incorporated into the District Plan Change.	Western Bay of Plenty District Council (regulator)	District Plan Change.	July 2004
During the Structure Planning process for new zones, work with agencies such as the Access Partnership and incorporate its traffic modelling into the roading study.	Western Bay of Plenty District Council (provider) Access Partnership (provider)	Structure Plan (part of District Plan Change documentation).	July 2004
Work with tangata whenua to prepare a Structure Plan for Hei Marae Papakainga Zone.	Western Bay of Plenty District Council (provider) Waitaha-a-Hei Resource Management Committee (provider)	Structure Plan.	2004/05
Promote, through the District Plan, infill development nodes in Te Puke.	Western Bay of Plenty District Council (regulator)	As part of implementing SmartGrowth outcomes.	2005/06
Work to improve transport links and infrastructure, reserves, education and employment facilities within walking distance (800m) of residential areas.	Western Bay of Plenty District Council (provider/advocate)	District Plan Change. Community Roading Plan. Reserves Management Plan.	July 2004 - ongoing

*Continued over page*



## Here's how we will ensure that land use **meets the needs** of the community, the environment and the economy *(continued)*

Key Actions	Who will be involved? <i>(For definitions of roles see page 35)</i>	How will it be done?	Key milestones / timeframes
Investigate District Plan provisions that can be flexible enough to encourage infill where appropriate. For example, making allowance for unit development, using averaging for lot sizes rather than minimums, and encouraging design innovation – establishing a baseline performance standard that should be met (in terms of design features) rather than prescriptive controls.	Western Bay of Plenty District Council (provider/regulator)	District Plan Change.	July 2004 - ongoing
Control some intensive activities (e.g. accommodation facilities) by ensuring that the District Plan enables discretion in terms of their establishment (Section 5.3).	Western Bay of Plenty District Council (regulator)	Retain existing District Plan provisions.	Ongoing
Revise heritage provisions in the District Plan to establish and protect areas of significance to the community.	Western Bay of Plenty District Council (provider/regulator)	District Plan Change.	2004/05
Provide for a range of development densities with the aim of increasing overall density while maintaining and enhancing amenity.	Western Bay of Plenty District Council (regulator)	District Plan Change.	July 2004 - ongoing
Ensure that combined walkways and cycleways are provided in and between residential and employment areas.	Western Bay of Plenty District Council (provider/regulator)	Structure Plan (part of District Plan Change process).	July 2004 - ongoing
Recognise the value of horticultural land as being a potential constraint to development.	Western Bay of Plenty District Council (regulator)	District Plan Change.	July 2004 - ongoing
If urban development of horticultural land is undertaken it is done so responsibly, and the land is used efficiently in terms of density while maintaining amenity.	Western Bay of Plenty District Council (regulator)	District Plan Change.	July 2004 - ongoing

<b>Key Actions</b>	<b>Who will be involved?</b> <i>(For definitions of roles see page 35)</i>	<b>How will it be done?</b>	<b>Key milestones / timeframes</b>
Ensure consideration of ecological issues when looking at areas for development.	Western Bay of Plenty District Council (provider/regulator)	Urban Growth Study/District Plan Change.	July 2004 - ongoing
Enforcement of District Plan rules requiring screening or landscaping of activities likely to have adverse visual impacts (Sections 6.3 and 7.3 of Operative District Plan).	Western Bay of Plenty District Council (regulator/monitor)	Resource consent conditions and monitoring.	Ongoing
Control the types of industries establishing in Te Puke, making sure no objectionable or noxious industries are enabled.	Western Bay of Plenty District Council (regulator) Environment Bay of Plenty (provider)	District Plan Change. Regional Air Plan.	July 2004 - ongoing
Address stormwater, wastewater and water supply to ensure effects are avoided, remedied or mitigated.	Western Bay of Plenty District Council (provider/regulator)	Structure Plan. District Plan Change.	July 2004 - ongoing
Do not provide for industrial activity in commercial and residential zones (Sections 5.3 and 6.3 of the Operative District Plan).	Western Bay of Plenty District Council (regulator)	Through maintaining existing District Plan provisions.	Ongoing
Ensure that infrastructure to service the newly zoned industrial areas is provided for, to allow development to proceed.	Western Bay of Plenty District Council (provider)	Structure Plan. Long Term Council Community Plan.	July 2004 - ongoing
Work with Priority One to ensure that Te Puke's strengths and benefits are widely known.	Western Bay of Plenty District Council (avocate) Priority One (provider)	Western Bay of Plenty District Council/ Priority One service delivery contract.	Ongoing
Work with Transit New Zealand, TranzRail and Access to ensure that Te Puke remains connected to the rest of the region (e.g. after the Tauranga Eastern Arterial is in place).	Western Bay of Plenty District Council (provider/advocate) Transit New Zealand (funder) TranzRail (partner) Access Partnership (partner)	Continued advocacy by Council. By continuing current involvement of four Western Bay of Plenty District Council representatives in the Access Partnership.	Ongoing
Investigate designation and construction of a linkage corridor (road or walkway/cycleway) from Te Puke to Papamoa East.	Western Bay of Plenty District Council (provider)	Special project.	2007
Work with Priority One and the investors in the 200-hectare Business Park at Rangiuuru to ensure that Council's part in realising plans for the park is proactive.	Western Bay of Plenty District Council (partner) Priority One (partner)	By continuing current involvement of Western Bay of Plenty District Council CEO (a member of Priority One). By monitoring and review of Priority One. Performance Agreement.	Ongoing
Work with the Access Partnership and Transit New Zealand in relation to progressing construction of the Tauranga Eastern Arterial.	Western Bay of Plenty District Council (advocate) Access Partnership (provider) Transit New Zealand (funder)	By continuing current involvement of four Western Bay of Plenty District Council representatives in the Access Partnership.	Ongoing



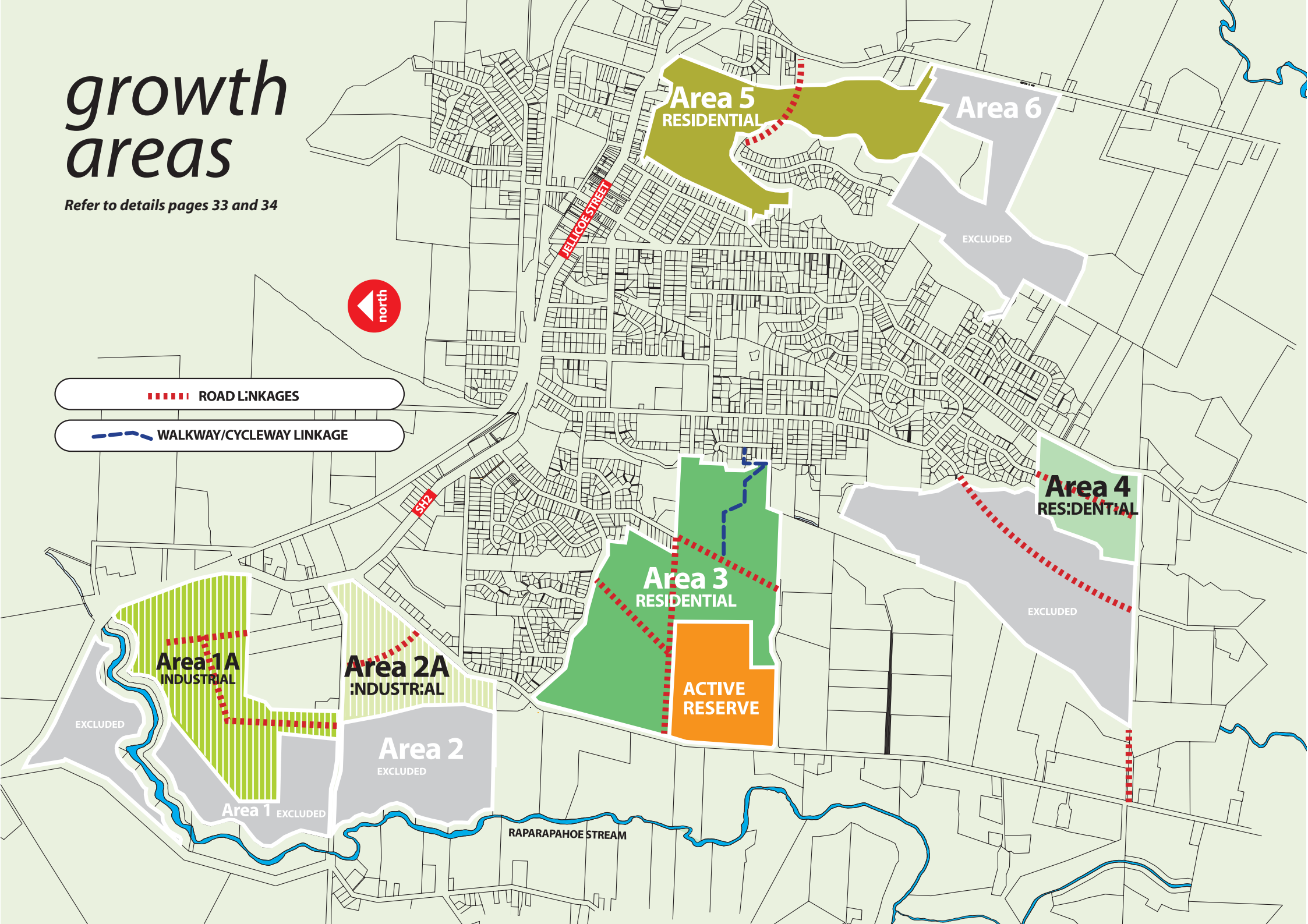
# growth areas

Refer to details pages 33 and 34



ROAD LINKAGES

WALKWAY/CYCLEWAY LINKAGE





# growth areas

## Area 1 *(Considered, but excluded)*

AREA 1 (entire area bounded by Manoeka Road, Te Puke Quarry Road and SH2) was considered for Industrial zoning, and excluded as a result of poor soil quality, floodable areas, infrastructure constraints and the need for contiguous development, amenity concerns (encroachment on a residential area, the Marae Papakainga Zone), ecological concerns (encroachment on the Raparapahoe Stream) and Environment Bay of Plenty comments. A smaller area, **Area 1A**, was subsequently added to the Urban Growth Study.

## Area 2 *(Considered, but excluded)*

AREA 2 (area bounded by Te Puke Quarry Road, Raparapahoe Stream, and No. 3 Road) was initially considered for Industrial zoning, and excluded because of stream and steep contours in the western portion, encroachment on the Raparapahoe Stream, encroachment on a residential area (Marae Papakainga Zone), and Environment Bay of Plenty comments. A small area, **Area 2A**, was subsequently added to the Urban Growth Study.

## Area 1A Te Puke Quarry Road North Part of Proposed Plan Change 25

AREA 1A comprises 36.94 hectares and is considered, in terms of its location, to be ideally suited to industrial development. Existing land use in the area is predominantly pastoral, with some industrial activity and kiwifruit planting. Presently zoned Rural G, the land in this area surrounds an industrially zoned block on the corner of State Highway 2 and Te Puke Quarry Road. The area is bounded by State Highway 2, Te Puke Quarry Road and Manoeka Road.

### Advantages

- Logical extension to employment area.
- Provides development contiguous with existing industrial zone.
- Provision of stormwater, water and sewerage services should

not prove difficult.

- While the land is Land Use Capability Class 2 (Arable), it is not used intensively given the unstable soils and low-lying, floodable areas. Given the lack of suitable industrial land in Te Puke, use of the area for industrial purposes makes better use of the land resource.
- Does not encroach on the Marae Papakainga Zone.

### Disadvantages

- Unstable soils to the west of the area. Eastern portion is permeated by gullies.
- Access to the State Highway is currently difficult, and with increased loads is likely to require intersection improvements.
- One recorded archaeological site exists along Te Puke Quarry Road, to the west of the existing industrial zone.

## Area 2A Te Puke Quarry Road South Part of Proposed Plan Change 25

PRESENTLY zoned Rural G, Area 2A has the potential to provide 17.64ha of Future Industrial zoned land. The area is predominantly used for kiwifruit production. A small amount of residential activity exists, mainly associated with the larger, planted blocks.

### Opportunities

- Logical extension to employment area, provides development contiguous with existing Industrial zone.
- "Rounds off" existing form of the town, does not lead to ribbon development along State Highway.
- Links with SmartGrowth "Live, Work, Play" concept, as is close to residential and recreation areas.
- Area is bounded on two sides by existing roads, providing good access.
- Relatively stable soils.
- Does not encroach on the Marae Papakainga Zone.
- Provides open indication of where Council sees industrial developing locating in future.
- Prevents fragmentation of land, thus protecting development potential.

### Constraints

- Access to the State Highway is currently difficult, and with increased loads is likely to require intersection improvements.
- Wastewater services on No.3 Road meet needs of existing houses only. New pumped trunk main likely to be required if serviced from this road.

## Area 3 MacLoughlin Drive Part of Proposed Plan Change 25

WITH an area of over 71 hectares, land in Area 3 is predominantly planted in kiwifruit. Bounded by MacLoughlin Drive, No.3 Road, and Whitehead Avenue, the area is virtually ringed by existing roads that provide good access. In the eastern portion, a deep gully extends south from Dunlop Road. It is possible to cross this gully with a walkway/cycleway.

### Opportunities

- Plenty of height, and easy contour means sewerage reticulation poses no problem.
- Water supply surrounds the area.
- Stormwater detention and discharge system has been designed and meets Environment Bay of Plenty discharge requirements.
- Relatively stable soils (Paengaroa Shallow Sands).
- Is less than 1.5km to employment zone – carries on "Live, Work, Play" concept.
- Rounds off town form rather than perpetuating linear extension.
- Is close to schools and other residential areas, encourages a sense of community (if gully can be crossed for walkway/cycleway).
- The location of this area and property boundaries within it are such that staging of development is possible, leading to lower costs.
- Offers an ideal location for a future active reserve (sportsfields etc) on the corner of No.3 Road and Whitehead Avenue.

### Constraints

- The area is mainly Class 2 (Arable) land, and changing the use to Residential will limit its productive potential.

# growth areas

## Area 4

### Dudley Vercoe Drive

#### Small area is part of Proposed Plan Change 25

AREA 4 includes 66.75ha of north facing, gently sloping land. Forming a triangular shape, the area is bounded on two sides by deep and steep gullies. Dudley Vercoe Drive runs along the southern boundary of the area, with Boucher Ave/No.2 Road running along part of the eastern side. Existing land use is predominantly horticulture (kiwifruit).

#### Opportunities

- Predominantly flat, with elevated north facing aspect.
- Good soil conditions and stormwater drainage.
- Good road access from Dudley Vercoe Drive and Boucher Ave/ No.2 Road.

#### Constraints

- Elongates the town.
- Contributes to dependence on motor vehicles – is 2.8km from CBD and 4.5km from employment areas.
- Northern portion is physically isolated from existing residential area by steep gullies. Steep gully also divides the south-eastern portion of the area from the remainder.
- Wastewater services will be significantly more costly due to contour.

Most of Area 4 was excluded from proposed re-zoning as a result of servicing constraints (wastewater reticulation due to variable contour), urban form (much of the area is separated from the existing residential area by steep gullies), and the lack of a quantifiable need for such capacity. Submissions to “The Way Forward” draft plan did not specifically support this area for residential development. A smaller part of Area 4 (less constrained than the whole area) was included to provide choice, and to compensate for the exclusion of some of Area 3 for active reserve.

## Area 5

### Norm Freeman North-East

#### Part of Proposed Plan Change 25

LOCATED just north of Cannell Farm Drive and extending south between fingers of the existing residential zone east of Norm Freeman Drive, parts of Area 5 are flat, with the southern areas rising to around 10m above the valley floor. Surrounding land uses are residential and pastoral. Around 12ha is above the flood level.

#### Opportunities

- Logical area for residential development – adjacent existing residential zone.
- Easy walking distance to CBD (300-800m).
- Consolidates town form, doesn't perpetuate sprawl.
- Flat, easy contour. Northerly aspect.
- Good road access, possibility of linkage from Cannell Farm Drive to No.1 Road.
- Around 12 hectares of developable land.

#### Constraints

- The majority of the area is not suitable for residential development due to its low-lying, floodable nature.

## Area 6 *(Considered, but excluded)*

AREA 6 lies between No.1 Road, Norm Freeman Drive, and McBeth Drive, and surrounds the existing floodable area. Predominantly planted in kiwifruit, with a small amount of pasture, Area 6 comprises 35.79ha of land of variable contour. The area was initially considered for Future Residential Zoning.

#### Opportunities

- Logical southern extension of Norm Freeman Drive.
- Water supply surrounds the site.
- Could be serviced through Norm Freeman Drive.
- Elevated, pleasant aspect.

#### Constraints

- 1.5-2km from CBD, 4.5km from industrial/employment area – contributes to dependence on motor vehicles.
- Physically isolated from other residential areas by gullies and height.
- Sewerage will be significantly more costly due to contour variation.
- Although Land Use Class varies from 2-7, residential development would take productive horticultural land out of production.
- Is 200m from Waitaha urupa and the location of the historic “500 acre block” – not acceptable to tangata whenua.

*Area 6 was excluded from proposed re-zoning as a result of urban form issues (it is separated from the main town centre by gullies, and more appropriate alternatives exist that are closer to the town centre), servicing constraints (wastewater - variable contour once again), and a lack of quantifiable need for capacity. In addition, there were no submissions to the draft Community Development Plan that specifically supported this area.*

All the above considerations are outlined fully in the publication “Te Puke Urban Growth Study”, which provides the background to a proposed change to the District Plan, known as “Proposed Plan Change 25 – Te Puke Structure Plan”. The Proposed Plan Change was publicly notified on 21 August 2004.

The inclusion of only some areas in the Proposed Plan Change does not necessarily mean that they should be discounted in future – they have, after all, been identified by the Te Puke community as providing a possible strategic direction for the town's development. Rather, the areas not included in the Proposed Plan Change should be seen as not required yet.

Finally, it is important to note that the Proposed Plan Change is subject to a full public submission and hearing process. It is possible that the proposal could be refined and altered during that process in response to submissions and the decision of the independent commissioner.

# Community Forum and Focus Group participants

The Te Puke Community Board and Western Bay of Plenty District Council sincerely thank the people of Te Puke who have helped to put this Plan together, and especially:

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Andre Hickson	Carol Power	Graeme Mortloch	Joan Dugmore Steele	Lance Ewens	Papanui Kokiri	Ron Yeoman	Stuart Gunn	Whareoteriri Rahiri
Andrea Marsh	Cedric Blaymires	Graham Bellamy	John Colton	Laurence Edwards	Paul Hickson	Russell Dougherty	Sue Baker	Will Pendergrast
Andrew Jenks	Dallas Munro	Graham Walker	John Lewis	Martin Carey	Peter Crosan	Ruth Thomas	Suzanne Hutt	Witeri Williams
Ann Bennett	Dick Ashton	Harold Cameron	John Middleton	Maru Tapsell	Peter Dixon	Rutu Watson	Takatu Ahomiro	
Dowman	Ed Pollard	Heather Wratt	John Thurston	Mary Alice Blackett	Peter Ritchie	Sally Benning	Te Wano Walters	
Anne Partridge	Gael Blaymires	Helen Biel	Julie Smith	Max Johnston	Peter Saxby	Sandra Hack	Tessa Blaymires	
Barry Foster	Gail West	Ian Davis	Karen Graham	Merren Gillingham	Peter Taylor	Sandy Fallows	Toni Stringfield	
Betty Cameron	Gary Hart	Jenny Green	Karyl Gunn	Mihi Tibble-Williams	Riko Ahomiro	Sharon Kingi	Vicki Bargrove	
Bruce Dalgety	Geoff Oliver	Jenny Hutchings	Keith Wratt	Neale Blaymires	Rob Blackett	Shirley McGregor	Wayne Bain	

We would also like to thank the following organisations for their support:

Access Partnership	NZ Landcare Research
AFFCO NZ, Rangioru	NZ Trade & Enterprise
ANZ Bank	Poutiri Trust
Bay of Plenty District Health Board	Power Co
Bay of Plenty Polytechnic	Priority One
Bay of Plenty Enterprise Centre	Queen Elizabeth II National Trust
Chamber of Commerce Tauranga Region Inc	Road Safety Trust
Child Youth and Family Services	Royal Forest and Bird Protection Society
Compass Community Foundation	SmartGrowth
Department of Conservation	Sport Bay of Plenty
Department of Corrections	Tauranga Community Arts Council
Department of Internal Affairs	Te Puke Police
Department of Labour	Te Puke Victim Support
Environment Bay of Plenty	Toi Te Ora Public Health
Export New Zealand	Tourism Bay of Plenty
Historic Places Trust	Transit New Zealand
Housing New Zealand	TrustPower
Iwi (Waitaha, Tapuika)	University of Waikato at Tauranga
Maori Land Court	Waimarie Training and Development
Ministry of Agriculture and Forestry	Waitaha Hauoranga
Ministry of Education	Western BOP Safer Community Forum
Ministry of Fisheries	Work and Income NZ
Ministry of Maori Development - Te Puni Kokiri	
NZ Archaeological Association	

## Te Puke Community Board Members

Lorna Treloar (Chairperson)  
Fay Diprose  
Noeline White  
George Wynyard

## Te Puke Ward Councillors

Michael Jones  
David May  
Paul Thomas

## Maketu Ward Councillors

Kevin Marsh  
Brian North

## His Worship the Mayor

Graeme Weld

## Definition of roles

<b>Advocate</b>	Promote the interests of the community to other decision-making organisations, for example central government.
<b>Facilitator</b>	Encourage others to be involved in these activities by bringing interested parties together to progress identified issues.
<b>Funder</b>	Fund other organisations to carry out these services.
<b>Monitor</b>	Will gather information on these activities and check against progress towards the Western Bay of Plenty Community Outcomes.
<b>Partner</b>	Fund and carry out these services in formal partnership with other organisations.
<b>Provider</b>	Full responsibility for funding and carrying out these services.
<b>Regulator</b>	Statutory responsibility and may choose to regulate these activities.

