

7.15 High Intensity Development

7.15.1 The Masterplan process included draft proposals to zone the area coloured buff on the Draft Masterplan to enable development at an indicative density of 25 – 30 dwellings per hectare. This is generally akin to the High Intensity Residential zoning in the Proposed District Plan 2000. Feed back received during the consultation on this type of development questioned the ability to build single storey dwellings in the future and the appropriateness of a 12m height limit verses the present 9m height limit.

In response to these observations, it is considered appropriate to allow single storey development if desired with a maximum height to eaves of 9m and maximum height of 11.5m to roof ridge to cater for traditional roof forms such as pitched roofs.

Accordingly it is concluded in this Structure Plan to retain the operative density of development indicated in the Proposed District Plan but modify the height limit rules to allow for traditional roof forms to a maximum height of 11.5m.

THE NET EFFECT OF THIS APPROACH IS THAT THE MAJORITY OF THE STRUCTURE PLAN AREA IS PROPOSED TO RETAIN THE ZONING IT CURRENTLY HAS (IN THE PDP 2000).

Generally the operative zoning of the District Plan is considered appropriate with the following areas requiring more detailed assessment:-

- Land between Marine View and 467 Hibiscus Coast Highway
- Land between and including 1/226 Centreway Road and 250 Centreway Road
- Land North West of Victor Eaves Park off West Hoe Road
- Bridge Club and environs.
- Land off Millennial Way and West Hoe Road

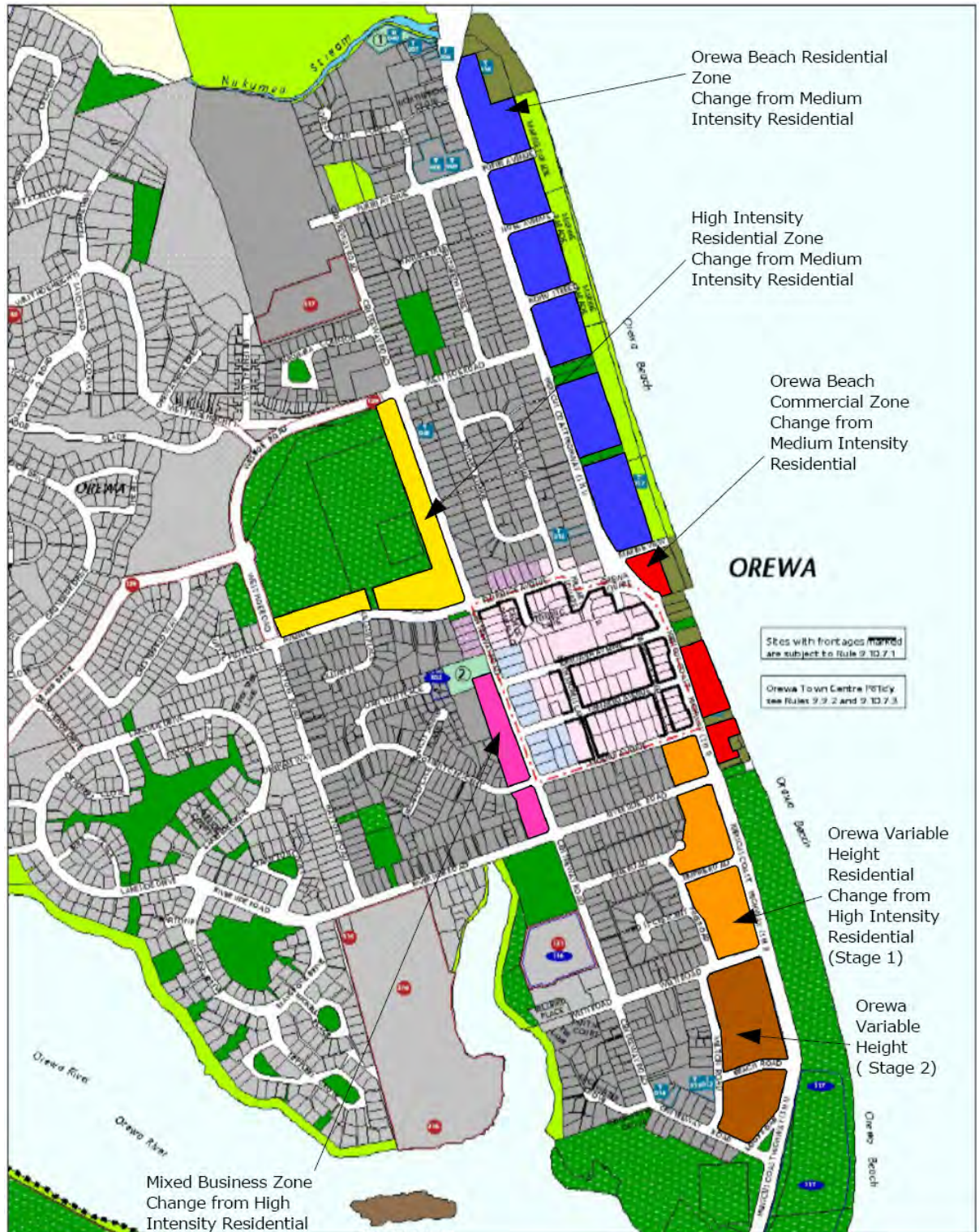
7.15.2 Land between Marine View and 467 Hibiscus Coast Highway

This area is presently zoned Medium Intensity Residential in the Proposed District Plan 2000. On the ground however, the area is strongly characterised by Motels which should be reflected in the Community Masterplan and therefore the Proposed District Plan 2000. The urban design objectives of creating a more visually interesting street or boulevard on entry and exit from the town is also a factor in opting for a higher density designation. Sensitivity regarding building height and proximity to the beach however remain strong and valid concerns.

Given the strong beach focus of the Draft Orewa Community Masterplan together with rezoning land immediately abutting the northern section of the beach to allow for more intensive use, it seems logical the neighbouring sections should similarly be rezoned to a special Orewa Beachfront Residential specific to Orewa (i.e. one building but up to 3 households per 600m²). The proposed variation to create the Orewa Beachfront Residential Zone will achieve the desirable goals of protecting beachside amenity whilst providing opportunity for more people to live closer to this outstanding resource.

7.15.3 Land between and including 1/226 Centreway Road and 250 Centreway Road

This land is currently zoned as Medium Intensity Residential in the Proposed District Plan 2000 but because of its location bordering Victor Eaves Park it is considered a higher density of development could be accommodated. Given the nature of surrounding development to the north, east and south and the definite boundary to the west of Victor Eaves Park and beyond Hatton Road, it is concluded that rezoning for High Intensity Residential to match that of the neighbouring land represents a logical approach.



Plan Showing areas to be re zoned

7.15.4 Land North West of Victor Eaves Park off West Hoe Road

This land is presently zoned as Medium Intensity Residential in the Proposed District Plan 2000. The rationale for increasing the density for this location in the Draft Orewa Community Masterplan is largely based upon the sites proximity to the significant open space of Victor Eaves Park. However given the surrounding zoning for Medium Intensity Residential and the definite boundary provided by West Hoe Road, there does not appear to be any real justification nor advantage for rezoning this land. Accordingly the Structure Plan makes no change to the zoning of this land.

7.15.5 Bridge Club and environs

This area of land is presently zoned Open Space 4 and as Medium Intensity Residential in the District Plan. Open Space 4 actually substantially accommodates the Bridge Club whilst the surrounding sites are developed for housing. For these reasons and considering the nature of surrounding development there does not appear to be significant justification to rezone this land. Accordingly the Structure Plan makes no change to the zoning of this land.

7.15.6 Land off Millennial Way and West Hoe Road

Presently there exists a band of development facing Millennial Way and West Hoe zoned as Medium Intensity Residential in the District Plan. Whilst it may be more logical to rezone this land to High Intensity Residential and depend upon the road boundary to determine the extent of the zone, because the land is recently developed and matches the character of other properties along Millennial Way, it is considered that it is inappropriate at this time to rezone this land in accordance with the Draft Community Masterplan. The Structure Plan therefore makes no suggestion to change the zoning of this land.

7.16 **Orewa High Intensity Variable Height Development Zone**

The Orewa High Intensity Variable Height zone developed through the Draft Community Masterplan process is a new form of zoning which has no directly comparable zone designation within the District Plan. The nearest comparison within the District Plan would be the Integrated Residential Development provisions which theoretically have no minimum lot size and therefore would have the capacity to deliver development densities around 100 dwellings to the hectare.

In terms of the public exhibition for the Masterplan process the types of development envisaged as this zone ranged from townhouse or apartment type developments between 4 and 5 storeys on development sites under 5000m² to resort style developments incorporating taller buildings on sites over 5000m². The relative merits of affording opportunity for resort style development have already been discussed in Section 7.13 but in terms of the final zoning pattern for this type of development in the Orewa Community Masterplan there are a number of areas that are different in the final Masterplan than represented in the Draft Masterplan and therefore the final pattern needs to be adequately explained. The areas are:-

- Land at former Puriri Park
- Land North of the town centre to Alice & Edward Ave access way
- 202 - 224 Centreway Road
- 105 - 65 Florence Avenue
- 166 - 200 Centreway Road
- Land surrounding T6 Town Centre Development Zone

7.17 Land at former Puriri Park

The basis of the proposal for High Intensity Variable Height development on the former Puriri Park land was largely based on the characteristics of the site itself rather than relationship to the town centre or proximity to Reserve. Part of the sites location in the lee of the rising ground to the north of the town was felt by the Design Forum to offer an opportunity for some taller forms of building. It was not considered the whole of the site would necessarily be suitable for taller buildings and the Draft Community Masterplan designation perhaps suggests greater opportunity for taller buildings than may be desirable. The site is presently being developed and consists at the moment of two storey detached dwellings or short terraces. This form of development would fit within the Residential High Intensity designation operative under the existing District Plan provisions. It is appropriate therefore that the area remains substantially zoned as High Intensity Residential with the opportunities for any taller forms of development more closely defined through detailed site appraisal.

Accordingly it is considered appropriate that the Structure Plan aligns with the Proposed District Plan 2000 provisions and the site be zoned high intensity residential but the opportunity for taller buildings is acknowledged subject to detailed site appraisal.

7.18 Land north of town centre to Alice & Edward Avenue access way

A substantial tract of land north of the town centre and south of the Edward and Alice Ave access way was designated by the Design Forum as suitable for Variable Height type development and which is presently zoned as High Intensity Residential in the Proposed District Plan 2000. The motivation behind the rezoning was substantially driven by identifying a form of development that would provide the most comfortable transition between the higher density development of the town centre and lower density of residential areas to the north. It appears the access way at Edward and Alice Ave provided a convenient 'break point' for the proposed designation and neighbouring zone.

Considering how recent much of the development in this area is recent and good quality however, together with the lack of open space within the block, it is not considered this area provides an appropriate location to accommodate the taller forms of development envisaged by the seven storey model. Accordingly the Structure Plan does not show any change from the zoning in the Proposed District Plan 2000 for this land.

7.19 378 - 398 Hibiscus Coast Highway

378 – 398 Hibiscus Coast Highway is presently zoned High Intensity Residential by the District Plan but was identified by the Draft Community Masterplan as suitable for higher density development. Like the land to the west however this area has neither open aspect nor direct access to Reserve and it is therefore felt inappropriate for higher density development beyond that currently identified in the Proposed District Plan 2000.

7.20 200 – 224 Centreway Road

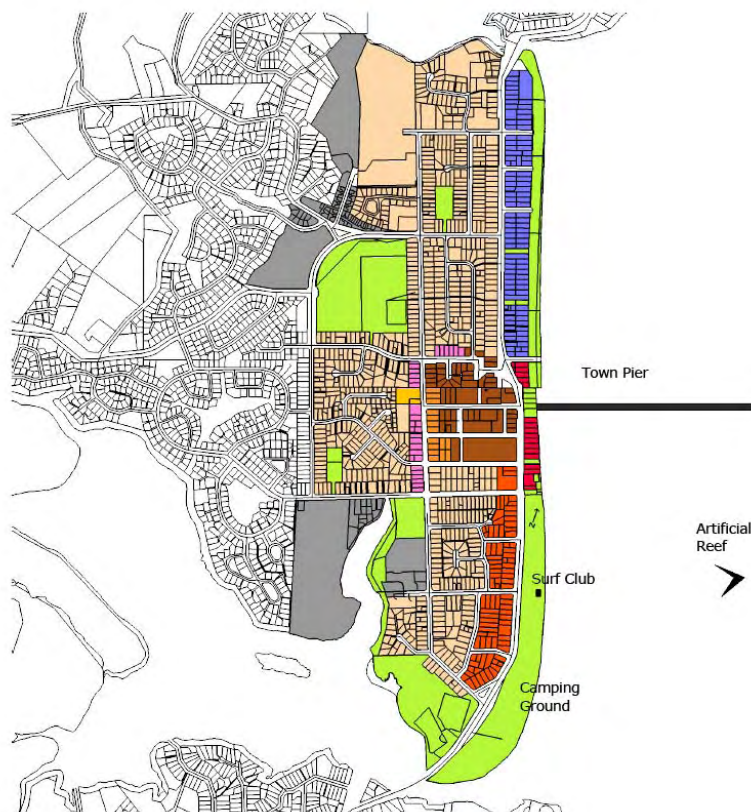
This area is presently zoned for Medium Intensity Residential in the District Plan and was proposed by the Draft Community Masterplan as suitable for Variable Height type development. Justification for this designation was the proximity of significant open space at Victor Eaves Park. Given this position it does seem the area could accommodate an increase in density but in order to provide a coherent and relational plan with neighbouring development would be better rezoned for conventional High Intensity Residential. The land should therefore be rezoned for Residential High Intensity development in the Proposed District Plan 2000.

7.21 65 – 105 Florence Avenue

The issues surrounding this area of land are identical to those applying to 200 – 224 Centreway Road and for those reasons the same rules should apply. The land should therefore be rezoned for Residential High Intensity development in the Proposed District Plan 2000.

7.22 166 – 200 Centreway Road

This area of land is zoned High Intensity Residential in the Proposed District Plan 2000 with the exception of Special Zone 2 (the bus station) and 192 – 200 Centreway Road which is zoned Mixed Business. The extent of the Variable Height zone in the Draft Community Masterplan has little obvious basis and requires re-evaluation to create a more robust boundary definition. There appears little justification for rezoning this land for a Variable Height type of development. However in recognition of the changing nature of Centreway road and to achieve a supporting role to the town centre it is considered a mixed business use allowing residential development is appropriate. The height of buildings should be limited to 3 storeys or 9m to eaves with an 11.5m height limit to roof ridge. It would be possible therefore in this area to develop a mixed use type development of residential and certain commercial activities. This area should therefore be zoned as Mixed Business in the Proposed district Plan 2000.



Orewa East Structure Plan

Key	
	Medium Intensity Residential
	High Intensity Residential
	Orewa Beachfront Residential
	Town Centre Retail
	Future Business
	Mixed Business
	Orewa Beachfront Commercial
	Variable Height Residential (to be Staged)
	Open Spaces
	Transport Focal Point

Drawn By: J Evans
Date: 12.07.07

Orewa East Structure Plan (for larger plan see **Appendix 5**)

7.23 Land surrounding Town Centre Zone

To limit the impact of taller buildings in the town centre, the Design Forum resolved to place a band of Variable Height development (too small to accommodate taller buildings) around the edge of town centre facing onto the Hibiscus Coast Highway and also Riverside Road. Notwithstanding the changes to the Town Centre area proposed below, because more detailed work governing possible future rules for the town centre the Variable Height edge to the town centre is no longer felt to be beneficial or necessary.

7.24 Town Centre Zone

The Town Centre zone represented the densest form of development in the Draft Community Masterplan as well as the most diverse in terms of the range and mix of uses. The area is indicated on the Draft Community Masterplan (see Appendix 5) as the brown coloured zone. The extent of the zone covers the same area defined in the District Plan as Town Centre but also extends north of Florence Avenue and south to Riverside Road. It is within this overall area that the greatest opportunity for constructing taller buildings would exist.

Given the current state of development in the town centre and objectives of creating a more vibrant town centre characterised by more attractive architecture and public spaces it is not considered appropriate at this time that the zoning area for the town centre is increased. It is considered by maintaining the existing zoning for the town

centre more positively focus on the opportunities of redevelopment will result and therefore bring about more comprehensive renewal.

Apart from the issue of the height of buildings and how those buildings address the street considered in detail in Section 6 and proposed Variation 101 to the Proposed District Plan 2000 also required some re examination and amendment in the following areas:-

- Area on south side of Moenui
- Area on north side of Florence Avenue

7.25 Area on South side of Moeuni

Whilst it was appropriate for the Draft Community Masterplan to include visionary and far reaching elements, so must it also be founded in reasonable need and expectation. Presently there still remain very significant elements of the town centre to be redeveloped before consideration be given to expansion of the town centre area. The Draft Community Masterplan's usefulness in demonstrating the direction of future growth is acknowledged but the case for rezoning is not. However to remain consistent with the recommended Variable Height zoning south of the town centre and facing the Hibiscus Coast Highway it is considered logical that numbers 2 -10 Moenui, 5 – 9 Riverside and 282 – 290 Hibiscus Coast Highway be rezoned for Variable Height Development in the Proposed district plan 2000.

7.26 Area on North side of Florence Avenue

In the District Plan the area on the north side of Florence is zoned as a mixture of Retail service Mixed Business and High Intensity Residential (at the corner of Centreway Road and Florence). Similar to the reasons above given the current state of development and opportunity for renewal in the town centre there appears no justification at the present time to rezone this land from its current District Plan status.

7.27 Transport Node

Creating additional parking for the town was seen as a high priority at the Design Forum and has emerged from the consultation period as a key concern for respondents. Given the proposed intensification of the town many people questioned how car parking would be handled in the future for residents and visitors.

The various densities of development in the Draft Community Masterplan assume the parking generated as a consequence of development or redevelopment will generally be catered for within the site. However there was a clear suggestion in the Draft Masterplan that a focal point for parking and transport could be established for the town at the present bus station site off Centreway Road. This suggestion has received strong support, with the most of the feedback received supporting the idea of identifying a transport focal point for the town. If a suitably scaled decked car park could be constructed on the site, commuters to Auckland during the week could leave their cars at the building and catch the bus to the city. The car park would also serve as an overspill car park for visitors to the town during the week and at weekends. This option has also emerged as the preferred option from a report carried out by Opus Consultants 'Orewa Parking Strategy Desktop Evaluation' December 2005 which considered twelve options for decked car park provision in and adjacent to the town centre.

7.28 Town centre parking

The Council has undertaken a study of car parking availability in the town centre. This survey carried out by Opus Consultants in 2004 concluded there were 1,245 spaces available in the Town centre including 715 unrestricted car parks and 22 private car parks. Parking demand reaches 70% throughout the whole day and 73% between 1300hrs and 1600hrs.

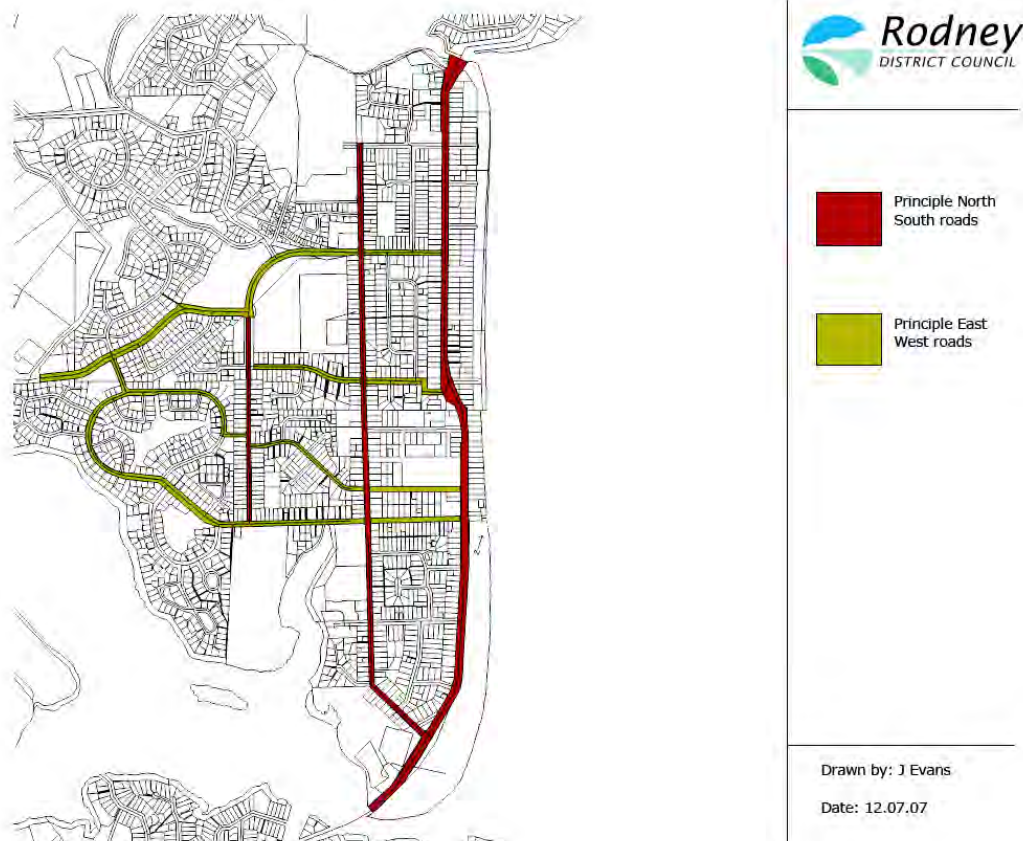
Further work undertaken by Cranleigh Consultants '*Orewa Car Parking Review*' March 06 has highlighted the fact that Orewa is already nearing full capacity in terms of its car parking spaces as most towns and cities work on a 75% demand ratio. Forecasting business growth in particular (assuming all residential demands are met on site) and the inherent demand for more parking spaces demonstrates a requirement in the region of 2,300 spaces by 2050 if Orewa were to grow in accordance with its projected capacity. The case to provide for additional parking as well as creating a better management regime has been considered by the Council and the following broad strategy adopted.

- Make Changes to Improve the Layout and Management of Existing parking spaces
- Introduce on street parking charges
- Provide a car parking building

Where possible and consistent with urban design objectives provide additional at grade car parks.

7.29 General Traffic Movement Principles

The dominant movement corridors are the State Highway and Centreway Road in a north/ south direction with West Hoe Road, Florence Avenue and Riverside Road acting as the principal routes east west.



Plan showing principle north/south and east west roads

As addressed in Section 5 the chief concern emerging from the Design Forum exercise and later consultation was a desire to create a better relationship between the town and the beach front and adjacent Reserves. The specific challenges of achieving that objective vis a vis the constraints of maintaining an over dimension route have been previously addressed. Supporting this principle objective however is the need also to ensure the other routes in the town, in particular the east/ west routes are comfortable and pleasant to use thus encourage more cycling and walking in the town and less car dependency.

The Council has recently consulted on its Walking and Cycling Strategy 2005 – 2025 the stated objectives of which are:-

- Increase walking and cycling to School
- Increase walking and cycling to work
- Improve the safety record for pedestrians cyclists and seniors
- Improve transport opportunities for seniors using mobility devices
- Broaden opportunities for alternative transport modes

The strategy will be implemented through a project list and in the Orewa context includes work to:-

- Centreway Road – Milton Road to Weiti Road combined cycle and walkway
- D'Oyly Reserve from D'Oyly Avenue to Brightside Road
- Combined cycle and walkway for Hibiscus Coast Highway between Kohu Street and Marine View
- Combined cycle and walkway for Hibiscus Coast Highway between Jelas Road and Moffat Road
- Walkway provision between Puriri Ave to Kohu Street
- Combined walk and cycleway for West Orewa Walkway

8.0 Proposed Implementation Plan

8.1 Priorities

A wide range of priorities were raised in the Design Forum and following from community consultation. Issues which received a lot of attention in comments by the community, and are therefore of importance to it, included:

- Facilitate growth
- Leads to aesthetically appropriate design, construction and use of buildings, public space and commercial activity
- Protects the natural environment and creates a town character
- Benefits Orewa residents, workforce and visitors now and into the future
- Is economically viable
- Create and build Orewa as a unique coastal town
- Promote sustainable development which includes a range of land uses and creates a vibrant, beautiful and safe town
- Develop effective and attractive movement networks within and connecting to and from Orewa
- Recognise the Orewa beach coastal fringe as the key natural physical attribute in Orewa; allow enjoyment of Orewa Beach without compromising its environmental quality
- Enhance and extend Orewa's open space networks and recognise the importance of the street and civic features within the open space networks
- Ensure the future development within the study area supports and strengthens the town centre.

A final task of the review of the Structure Plan is therefore to develop an implementation plan that reflects the community's priorities. This plan will set out the actions the Council will take to implement the Structure Plan.

The following sections set out the actions that the Council needs to take to implement the Structure Plan. A staging plan as to how the town should physically develop is first set out. Actions to support this staging plan and to implement the Structure Plan are then organised, initially, by five year time segments, then 10 and 20 year segments. The actions cover the range of tools that the Council has available to it to influence how Orewa develops. These tools range from:

- Setting Council policy including undertaking further research and investigation
- Working with other agencies to ensure that their programmes are compatible with the outcomes of the Structure Plan, such as Transit NZ and the Ministry of Education

- Changing and developing regulatory instruments like District Plan zonings and rules, and Reserve Management Plans
- Committing to investment in specific infrastructure and assets

8.2 Capacity for Development

The following table sets out the estimated capacity for development of the growth areas identified in the Structure Plan.

Based on assumptions about average number of people per household, the following estimates can be made of the number of people likely to live in each of the zones.

Table 11 Estimated Population of Zones

Area	Area Hectares	Dwellings per Hectare Approximate Maximum	People per additional house	Population
Residential Medium Intensity Zone	4.8	15	2.5	180
Residential High Intensity Zone	80.5	35	2.5	7,043
Residential Variable Height Zone	8.3	100	2.2	1,826
Town Centre Zone	11	60	2.2	1,452
Orewa Beach Commercial Zone	4	30	2.2	264
Orewa Beachfront Residential Zone	10.2	45	2.2	1,009
Mixed Business Zone	4	30	2.2	264
Total	122.8	41.5 av	2.2 -2.5	12,038

8.3 Staging Plan

The proposed staging plan reflects the issues surrounding the implementation of the Residential Variable Height Zone. It is recommended an initial release of this zone should take place between Moenui and Weiti road. Subsequent staged release of land to the south of Weiti Road would be subject to the satisfactory completion of development within the initial release and in keeping with market demand.



Plan Showing Staging Plan

8.4 Implementation Programme

The following tables set out the proposed implementation programme. Listed are the range of projects that the Council will need to progress. These projects cover policy issues as well as investment. Greater detail is given to the first 10 years of the programme, reflecting greater certainty over development pressures during this period than subsequent periods.

Implementation Area	First five years (2004-2009)	Second five years (2010-2015)	Second decade 2015 - 2025	Following two decades 2025 to 2045
Council Policy	<ul style="list-style-type: none"> ◆ Produce 'Variation' to the District Plan ◆ Hear Submissions possible Appeals and adopt final rules package ◆ Develop and implement Hibiscus Coast Boulevard project. 	<ul style="list-style-type: none"> ◆ Monitor uptake of land for housing and business 	<ul style="list-style-type: none"> ◆ Monitor uptake of land for housing and business ◆ Review the Structure Plan and adjust as necessary 	
Working with other agencies	<ul style="list-style-type: none"> ◆ Develop and implement Hibiscus Coast Boulevard project 			
Investment in infrastructure	<ul style="list-style-type: none"> ◆ Upgrade the town centre (paving, landscaping, lighting), develop the lanes and enhance the main street ◆ Continue implementation of the Esplanade/ Boardwalk proposal. ◆ Establish Planting programme to accompany and support public realm improvements 	<ul style="list-style-type: none"> ◆ Continue delivery of esplanade/boardwalk proposal ◆ Continue delivery of planting programme ◆ Orewa Visitor Information Improvements 	<ul style="list-style-type: none"> ◆ Further upgrade reserves along beach ◆ Establish feasibility of town pier 	

Implementation Area	First five years (2004-2009)	Second five years (2010-2015)	Second decade 2015 - 2025	Following two decades 2025 to 2045
	<p>Orewa Beach nourishment/access</p> <p>Orewa Hall Improvements</p> <p>Camp Ground Renewal and improvements</p> <p>Jelas Road Esplanade reserve walkway</p> <p>Orewa Arts Centre</p> <p>Orewa Pedestrian and Pipe bridge</p> <p>Orewa Stormwater improvement CBD</p> <p>Florence Avenue stormwater improvements</p> <p>Orewa Doment channel clearing</p>	<p>Orewa Beach nourishment/access</p> <p>Camp Ground Renewal and improvements</p> <p>Orewa Town entrance landscape</p> <p>Orewa Greenway Improvements</p>		