

1 Kopu Concept Plan Analysis – Summary

Overview

- a. Analysis of the existing strategic and physical context;
- b. Identification of potential urban design issues (strengths, weaknesses, opportunities and threats)
- c. Potential responses / design principles to issues
- d. Proposed key moves (i.e. strategic design proposals), illustrated through high level draft concept drawings

SWOT analysis summary

“Strengths, weaknesses, opportunities and threats”

Key strengths and opportunities

The study area consists of predominately low intensity industrial land use and adjoining vacant / developed lands, offering good potential for future development.

The realignment of the State Highway has opened up land along a key movement corridor that provides tourism and commercial investment opportunities.

Encouraging and promoting tourism of the Coromandel.

Coromandel Ranges backdrop as part of the Thames-Coromandel Gateway.

Provide a cultural connection through design, both Maori and local heritage.

Views from Matai Whetu Marae.

Build upon natural waterways.

Existing amenities – the study area consists of a number of amenities that are local community nodes and/or areas of interest. By way of example, these include the community hall site, the Kopu Station Hotel, the Kopu Cafe and the Kopu boat ramp (further discussed below).

Relationship with the Waihou River.

Existing riverside amenities, including the Kopu boat ramp and open space.

Heritage features – the area includes a number of heritage features, including the old Kopu Bridge and Cooks Memorial.

Potential for roads to link east west and north south.

Use of rail corridor land.

Key weaknesses and threats

Development requires like for like (volume) off setting with stormwater retention

Kirikiri Bridge flood issues

Sea level rise (in relation to flooding and stop banks)

Major stormwater drains run along the rail line route and other areas

Access to sites of State Highway

Safe crossing of State Highway / crossing to Matai Whetu Marae

Risk of visual clutter; diminishing landscape values (particularly the Coromandel Ranges)

Safety issues, lack of street lights and toilets along the cycling trail, boat ramp facilities and other open space areas along the river's edge

Culvert / stop bank potentially limits access to the river

Broadband / internet connectivity issues

Archeological sites need to be protected

Overarching Principles

- i. **Land use** – focusing on the visitor experience (particularly at Kaiwhenua and along Kopu Road), and enhancing community wellbeing through employment and recreation opportunities
- ii. **Connectivity** – promoting opportunities for future pedestrian, cycle, water and vehicle connections, that assist to build positive energy along key routes, facilitating safety and vibrancy.
- iii. **Landscape** – connecting with the water, and celebrating views and the natural landscape – facilitated through appropriate provision of community and visitor amenities.

Key Moves

- i. **Land use** – Focus development around three key nodes: the 'Marine Hub' (boat launching facilities); the Old Kopu Bridge Wharf; and visitor information and rest amenities
- ii. **Connectivity** – Enhance connectivity between the three nodes, particularly along Kopu Road; and encourage land uses which assist to provide safety, visual interest and vibrancy along the route.
- iii. **Landscape** – Develop a landscape scheme that reflects local character and cultural, and assists to 'tie' the three nodes together, along with other local amenities.

Land Use Framework Number References

1. **Consolidation of industrial activities** within existing zoning

2. **Future storm water pond**, to be designed as part of the wider ecological network (including the Te Kupata stream to the north) and to contribute to the amenity of the area.



3. **Hauraki Rail Trail**

4. **Boat launching area** – a number of possible improvements are possible within the existing boat launch area, which can be further explored with stakeholders and the community. Possibility exists for improvements for private and/or commercial use; however, the end user demand needs to be determined prior to specific designs being proposed. Possible enhancements to investigate include boarding pontoons; shelter for the ramp and land based facilities.

5. **Marine precinct** – taking into consideration the potential of the local aquaculture industry, recreational fishing and associated activities, a precinct that encourages marine industry activities. Opportunity also exists to consider temporary activities associated with the boat launching area such as fish market days.

6. **Historic Kopu Bridge Wharf** development and local park and landmark feature – providing viewing access to the Waihou River and local amenities

7. **Encourage small to medium scale commercial and industrial activity** – to establish a human scale streetscape that improves safety.

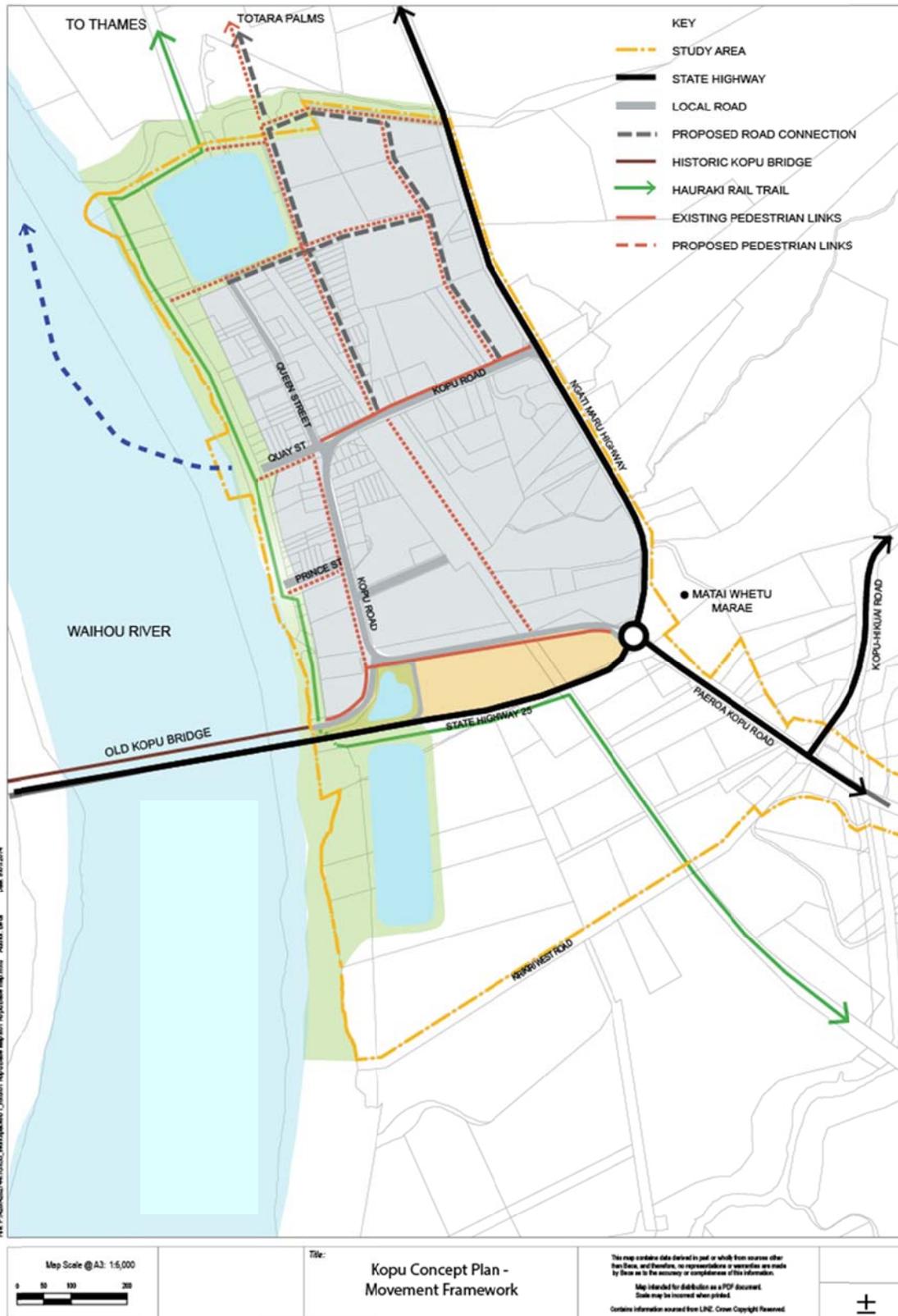
8. **Kopu Gateway Site** – refer Kaiwhenua Concept Plan.

9. **Kaiwhenua industrial area** – refer Kaiwhenua Concept Plan.

10. **Key Development site** – refer Kaiwhenua Concept Plan.

11. **Stormwater pond** – refer Kaiwhenua Concept Plan.

3 Draft Kaiwhenua Concept Plan – Movement Framework



- a. Movement network is predicated on developing an informal 'grid system' to maximise permeability for pedestrian, cyclists and vehicles – reducing travel times and associated impacts. Generally, pedestrian (and off road cycle) paths have been provided on one side of the street, recognising the industrial nature of the area, while still providing employees and visitors with a safe walking environment.

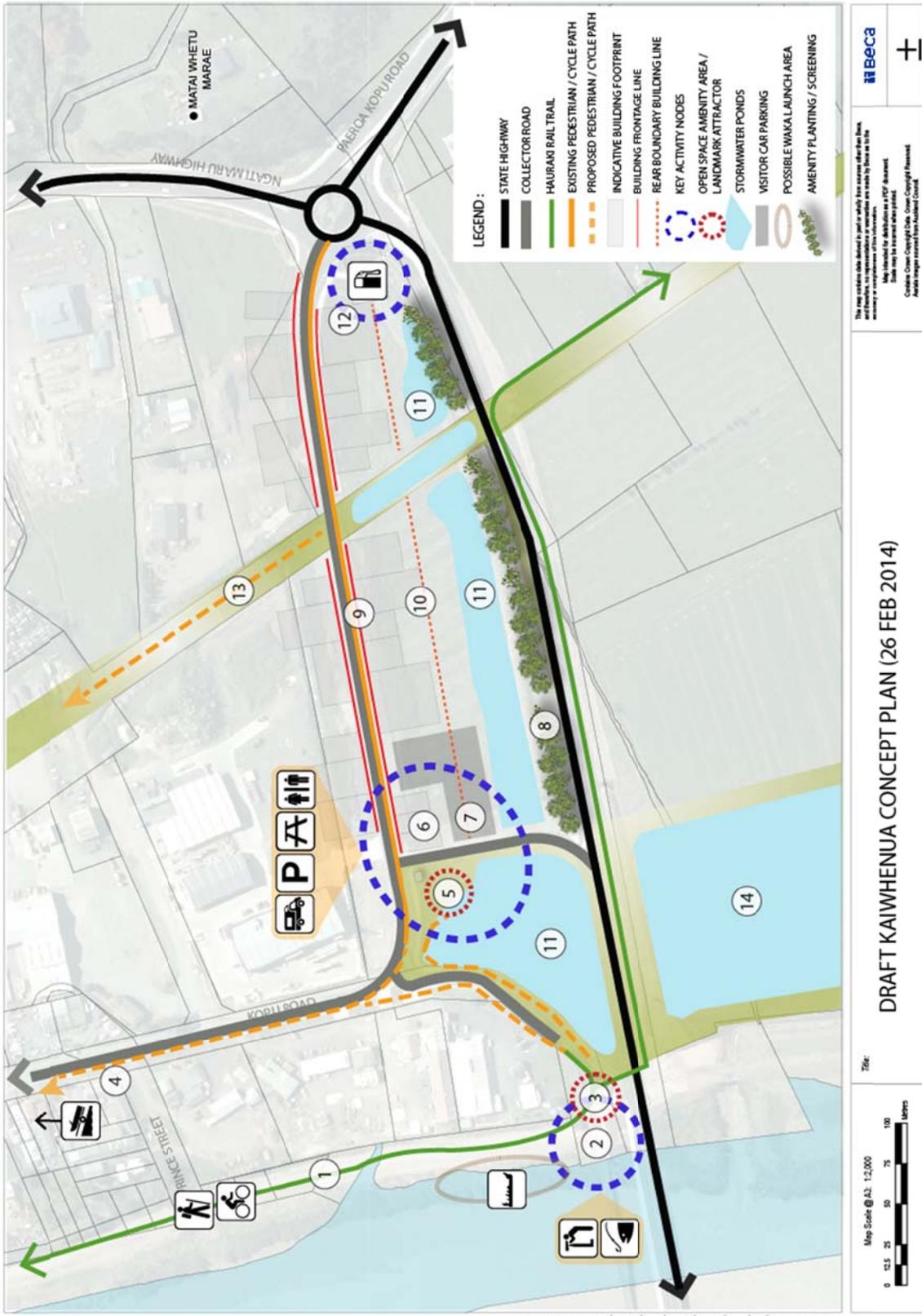
- b. Northern vehicle link to Totara Palms across the Te Kupata stream will require further feasibility investigation in relation to costs, reverse sensitivity effect, and flood impacts.

- c. Emphasis is placed on the merging of the stormwater ponds, the natural environment / landscape and the Hauraki Rail Trail.

- d. Minimise any additional intersection between the concept plan area onto State Highway 25.

- e. Minimise direct access from the concept plan area onto State Highway 25.

4 Draft Kaiwhenua Concept Plan



1. **Existing Hauraki Rail Trail.**

2. **Historic Kopu Bridge Wharf development** – providing viewing access to the Waihou River. (Design to be progressed with NZTA).

3. **Local park and landmark feature**, complementing the Historic Kopu Bridge Wharf area. This area has the potential to provide for local amenities such as seating and picnicking facilities. Use of the Historic Kopu Bridge material for a landmark art feature or similar, or art works designed in cooperation with Ngati Maru have the potential to establish a cultural and visual link Matai Whetu Marae and landscape, and act as an attractor for visitors to the area.

4. **Footpath along the western side of Kopu Road**, enhancing access between key nodes to the south and north (e.g. the marine precinct area).

5. **Stormwater pond, designed as a local amenity and ecological feature** and with potential boardwalks over or around. Landscaped (in collaboration with Ngati Maru) with local native vegetation. Potential exists to incorporate a 'visitor information trail' of information boards through the area, leading to the Historic Kopu Bridge. A number of other visitor and community amenities should be provided within the general vicinity, such as may include seating and picnicking, playground, children's cycle loop, passive recreation area for local employees (e.g. fitness route). The ponding area should remain open, with use of only low lying vegetation, retaining views to the Coromandel Ranges and the proposed Kopu gateway feature (refer 6 below) from the new Kopu Bridge and State Highway.

Note, any development within this area requires consideration in relation to existing capacity of flood plain storage areas. Any fill or use that would otherwise reduce the storage capacity will need to be provided for elsewhere on a like for like (volume) basis.

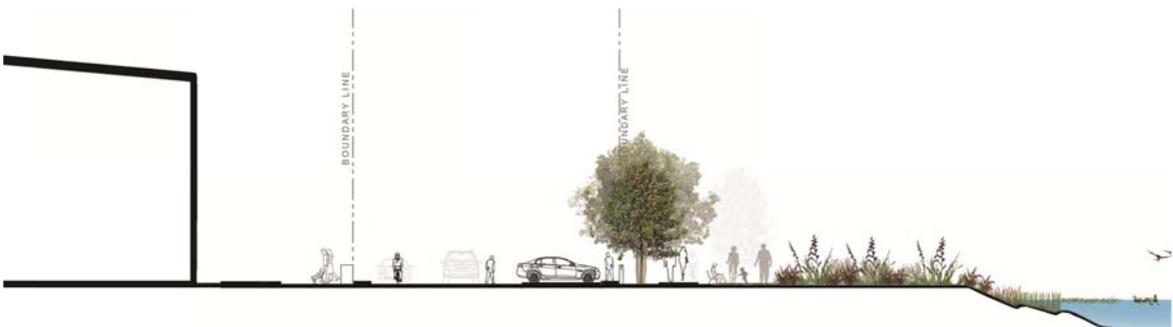
6. **Kopu gateway site** – This area provides a high amenity arrival point and attractor for visitors, particularly those looking to stop for information, a rest break, or as a meeting point. Suitable signage indicating information, rest stop and amenities should be used to complement the area. The gateway site has the possibility to be articulated in various ways, such as may include art / sculptural gateway features, appropriately designed buildings (and uses, such as a café), landscaping, or a combination of the above. Retaining visibility from the new Kopu Bridge and State Highway (and supported by appropriate wayfinding signage as necessary), is an important element of the design.

Note, any development within this area requires consideration in relation to existing capacity of flood plain storage areas. Any fill or use that would otherwise reduce the storage capacity will need to be provided for elsewhere on a like for like (volume) basis.

Possible temporary summary activities at Kaiwhenua gateway area:



Indicative images of open space treatment and signage



7. **Kopu Gateway Site visitor car parking**, including parking for campervans and similar vehicles, with potential for energy top up services. Landscaped area with safe, legible links to adjoining amenities. This area is likely to form part of the ephemeral flood plain storage area.

8. **Gateway landscaping** – a mix of low and medium height vegetation to enhance the gateway entrance to the Coromandel Peninsula, and reduce visual effects of future industrial development.

Density of vegetation should not detract from the natural views of the surrounding landscape, but rather complement it.

As outlined within the Kopu Structure Plan Guidelines, the landscape approach should display common elements of landscape enhancement that relate to the overall landscape context of the road corridor, such as the long distance views to the floodplain, estuary, sea and coastal hills with a planting strategy that recognises the diversity and distinctiveness of this setting.

9. **Built form build to line / building frontage requirement** – development within this area should adhere to the Kopu Structure Plan Guidelines. Furthermore, emphasis should be placed on establishing a relationship with the new access road to the north (as opposed to the State Highway), and reducing visual impacts from the State Highway (particularly in relation to the mountainous backdrop). As part of this approach, buildings should form a consistent building line along the access road (i.e. a 12.0m setback including landscaping and visitor car parking). *Note, any development within this area requires consideration in relation to existing capacity of flood plain storage areas. Any fill or use that would otherwise reduce the storage capacity will need to be provided for elsewhere on a like for like (volume) basis.*

10. **Rear Boundary building line** – to reduce impacts on views as perceived from the state highway, to reduce pressure on natural flood plain storage areas, and to provide opportunity to enhance amenity and possible public use of the area (including walkways), a rear boundary building line has been set and will be further supported by:

- Requirements for use of recessive colours (similar to those found within the planning along the highway) and roof lines sloping away from the highway
 - Limitation of signage to the northern facades (i.e. facing the new access road)
 - Maximum 30% site coverage
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11. **Stormwater ponds**, with potential to be designed as an amenity and ecological feature supporting adjoining development. Landscaped with local native vegetation. See also notes in relation to 5 above.

12. **Key development site** with potential to build off energy of State Highway traffic flows. Development of this site should not compete with the Kopu gateway site (refer 6 above). Signage, planting, and architectural design should be consistent with the balance of the Kaiwhenua area and minimise impact on views to the surrounding landscape.

Note, any development within this area requires consideration in relation to existing capacity of flood plain storage areas. Any fill or use that would otherwise reduce the storage capacity will need to be provided for elsewhere on a like for like (volume) basis.

13. **Retention of the Rail designation as open space**, and potential walking and cycle link in the short to medium term.

14. **Ephemeral stormwater pond**, providing for balancing of development and resultant loss of stormwater plan catchments areas within the Kaiwhenua area.

Note, stormwater ponding within this area is dependent on a number of matters being addressed, including:

- Land purchase
 - Upgrades to the Kirikiri Bridge
 - Upgrades to the stop banks to the south of the proposed stormwater ponding area.
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