



**Date:** Wednesday 16 April 2014  
**Time:** 4.30pm  
**Meeting Room:** Council Chamber  
**Venue:** Orewa Service Centre  
50 Centreway Road  
Orewa

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## Hibiscus and Bays Local Board OPEN MINUTE ITEM ATTACHMENTS

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4/10/2014


Item 8.1

Attachment A

## STRUCTURED AROUND A SOCIAL SPACE

- ★ All focus groups independently generated the idea
- ★ Organised activities available but not compulsory
- ★ Safe, sense of belonging, ownership and comfort
- ★ Connection and community

*"Just have a building where everyone can come in and just kinda hang out and get to know people from your area."*  
- Kaipatiki Focus Group




## GENERALISED AND FLEXIBLE

- ★ Caters to diverse range of young people and interests
- ★ Caters to disconnected or "hard to reach" young people

Space Type	Essential	Pretty important	Kind of important	Not at all important	Not sure/don't know
1	50	37	11	0	0
2	29	46	21	0	0
3	32	26	32	0	0
4	21	30	36	0	0

- ★ Social space – youthful, relaxing, generic, comfortable
- ★ Play space – active, equipment, playground
- ★ Development space – creative, professional, personal
- ★ Practice/study space

Entertainment or leisure space - A cafe. The most up-to-date technology space



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Attachment A

## PRIMARY INVOLVEMENT OF YOUNG PEOPLE

- ★ Consultation in design, marketing and running of space
- ★ Group should reflect diversity of North Shore youth
- ★ Service providers agree this is important

"We're the only ones who know like what's cool and what's not cool, and adults can try...but they always get it wrong."  
- Albany Focus Group

ZEAL

## CENTRAL AND EASILY ACCESSIBLE

Importance Level	Count
Essential	31
Bit of important	33
Not at all important	12

- ★ Most important consideration
- ★ Close to public transport and schools
- ★ Alternative of a portable youth space
- ★ Takapuna preferred over Albany

"Everything's already in Taka. And all the buses go to Taka. And everyone knows Taka."  
- Devonport Focus Group

ZEAL

4/10/2014

Item 8.1

Attachment A

## IMPORTANCE OF PROMOTION

- ★ Lack of awareness of current services
- ★ Promoting through channels relevant to young people
- ★ Marketing of Zeal West seen as successful

*"They tend to advertise events rather than the space.  
So the space is just known, it's not advertised."  
- Albany Focus Group (referring to Zeal West)*

ZEAL

## IMPORTANCE OF COLLABORATION

- ★ Avoid duplication of services and dilution of resources
- ★ Strong networks mean more awareness
- ★ Foster collaborative approach in sector

ZEAL

## Destination Orewa Beach (Orewa Business Association) Top 5 Priorities for 2014/2015

### Priority 1:

Foot Traffic – Continue to increase foot traffic and return visitors to Orewa Town centre and Surrounds by

### *Solution:*

1. Marketing Orewa as a destination to satellite towns within a two hour distance away such as Whangarei, Hamilton, Warkworth, Wellsford, Dargaville etc
2. Producing user friendly competitions with 'receipts needed' to enter, to encourage retail trade in the Town Centre.
3. Increasing the residential distribution channel of the Orewa Beach guide, to include up to Pakiri and Leigh.
4. Incorporate the very popular Orewa Estuary (Te Ara Te Huna) cycle way in marketing pieces and the Orewa Beach Guide.
5. Continue to develop and maintain media relationships to ensure maximum media coverage of the area and activities, to draw attention to Orewa and all that it has.
6. Implementing an events and promotions strategy designed in a way which will
  - Continue to 'revitalise' Orewa
  - engage the community on a higher level
  - bring Orewa into the new age with text communications and competition entering
  - allow for email databases to be grown substantially (via text competition entry)
  - showcase event and public spaces within Orewa Town Centre
  - increase retailer revenues
  - utilise local providers as much as possible
  - be inclusive of all age demographics and cultures

### Priority 2:

Profile - Increase the profile of Orewa as a Destination regionally and nationally, by

### *Solution:*

1. Undertaking monthly live radio interviews airing general town centre updates, special events, promotions and campaigns will also be scheduled. Give Orewa a 'personality'.
2. Encourage large scale events to take place in Orewa and the Town Centre, especially those of a regional nature including multi sport events, beach events and festivals.

3. Plant new 'Destination' signage at the three entrance points in to Orewa – Grand Drive and the Main Highway from the North and South – *due in August 2014*
4. Continue successful and two-way interactions on both the DOB and 3<sup>rd</sup> party Facebook page and websites, as well as maximising exposure in media articles and features, promotions and newsletters.
5. Undertake a second 'Street Art' project to raise the visual profile of the town centre
6. Marketing Orewa as a destination to satellite towns within an 'weekend trip' two hour distance away such as Whangarei, Hamilton, Warkworth, Wellsford, Dargaville etc
7. Increase promotion of the Orewa Estuary (Te Ara Te Huna) cycle way.
8. Promote the free wi-fi accessibility to enhance the tourist and visitor experience whilst in Orewa.
9. Constantly looking for opportunities to increase visitor traffic.

**Priority 3:**

Beautification - Upgrade and enhance the public spaces, amenities and overall aesthetic of the Town Centre by:

**Solution:**

1. Working with key stakeholders (Auckland Transport, Auckland Council Parks Teams, ATEED and the Hibiscus & Bays Local Board) to continue to upgrade of public spaces and facilities, such as:
2. Ensuring a to continual maintenance programme is in place regarding weed, moss and graffiti throughout the Town Centre.
3. Co-ordinate installation of 'multi business' signage to reduce / eliminate numerous sandwich boards on all roadways.
4. Seek options for lighting of various trees throughout the town centre, in a 3 stage programme (over 3 years).
5. Continue to ensure retailers and businesses are aware of the need to keep their premises presented to the highest level – clean windows, clean and clear signage, removal of all rubbish etc
6. Undertake a 'Street Art' project to raise the visual profile of the town centre public spaces

**Priority 4**

The Boulevard - Roadway enhancements and public safety

1. Work with Auckland Transport and key agencies to increase safety of the Boulevard road way – key areas being the unsafe black 'pedestrian aid' crossing areas, move the existing main highway and adjacent McDonalds pedestrian crossings, incorporate a 30km speed limit throughout the CBD.
2. Work with Auckland Transport re ways to create the 'beach / town' flow / shared space, as per the original Boulevard Revitalisation Plan.

**Priority 5**



Business growth - Assist individual businesses to strengthen and grow by

1. Encouraging Orewa business to increase (or create) their web presence and the need to be 'seen' on the internet.
2. Promoting the values of high standards in customer care AND business presentation
3. Continued communications re keeping up with competing retail areas and ensuring their stock meets the changing demographic needs.
4. Communicating new and up to date By Laws and Governance information to retailers and businesses to ensure they adhere to this where necessary, or instil these as good business practice.
5. Informing business of other upcoming 3<sup>rd</sup> party business training and educational opportunities
6. Regularly feature 'small business health checks' in the monthly Street Talk newsletter

**Item 8.2**

**Attachment A**

Vivienne Sullivan

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**From:** Richard Hursthouse [richard.hursthouse@gmail.com]  
**Sent:** Wednesday, April 16, 2014 5:14 PM  
**To:** Vivienne Sullivan  
**Cc:** David Cooper - Hibiscus & Bays; Gary Holmes - Hibiscus & Bays; Gaye Harding - Hibiscus & Bays; Greg Sayers - Rodney, Hibiscus & Bays; Janet Fitzgerald - Hibiscus and Bays; Julia Parfitt - EXT (External); Lisa Whyte - Upper Harbour/Hibiscus & Bays; Lovisa Rasmussen - Hibiscus and Bays  
**Subject:** land at 42 Helen Ryburn Place  
**Attachments:** 42 HR place 3.jpg; 42 HR place 1.jpg; 42 HR place 2.jpg

Dear Local Board members

Land comprising approx 17650 m2 is for sale at 42 Helen Ryburn Place, on the corner of East Coast Rd and Glenvar Rd. This land is covered with good native bush in very good condition and comprises some significant native trees. The land is steep in places and has limited development potential. The area is cover by an SEA.

I have had a look at the site from an ecological point of view. It has very high ecological values, being adjacent and contiguous with Torbay Heights Reserve. The bush contains many native species including mature kahikatea, tanekaha, rewarewa, cabbage trees, manuka, kanuka, nikau, pittosporum, coprosma, putaputaweta, kiekie, taraire, rata vine, kauri, and miro.

Looking at the indicative boundary I suspect the track through the bush passes through this private land as well. Most people would think that this area is part of the Torbay Heights Reserve.

I strongly urge the local board to support council purchasing this land to add to the Torbay Heights Reserve, for all the reasons outlined in my recent submission to the board - including northwest wildlink, amenity, climate sink, active recreation and the ecosystem services such a block provides including flood protection of the valley below.

see <http://www.barfoot.co.nz/519633>

[ attach some photos of the area.

Kind regards

Richard Hursthouse  
Chair, Forest & Bird, North Shore

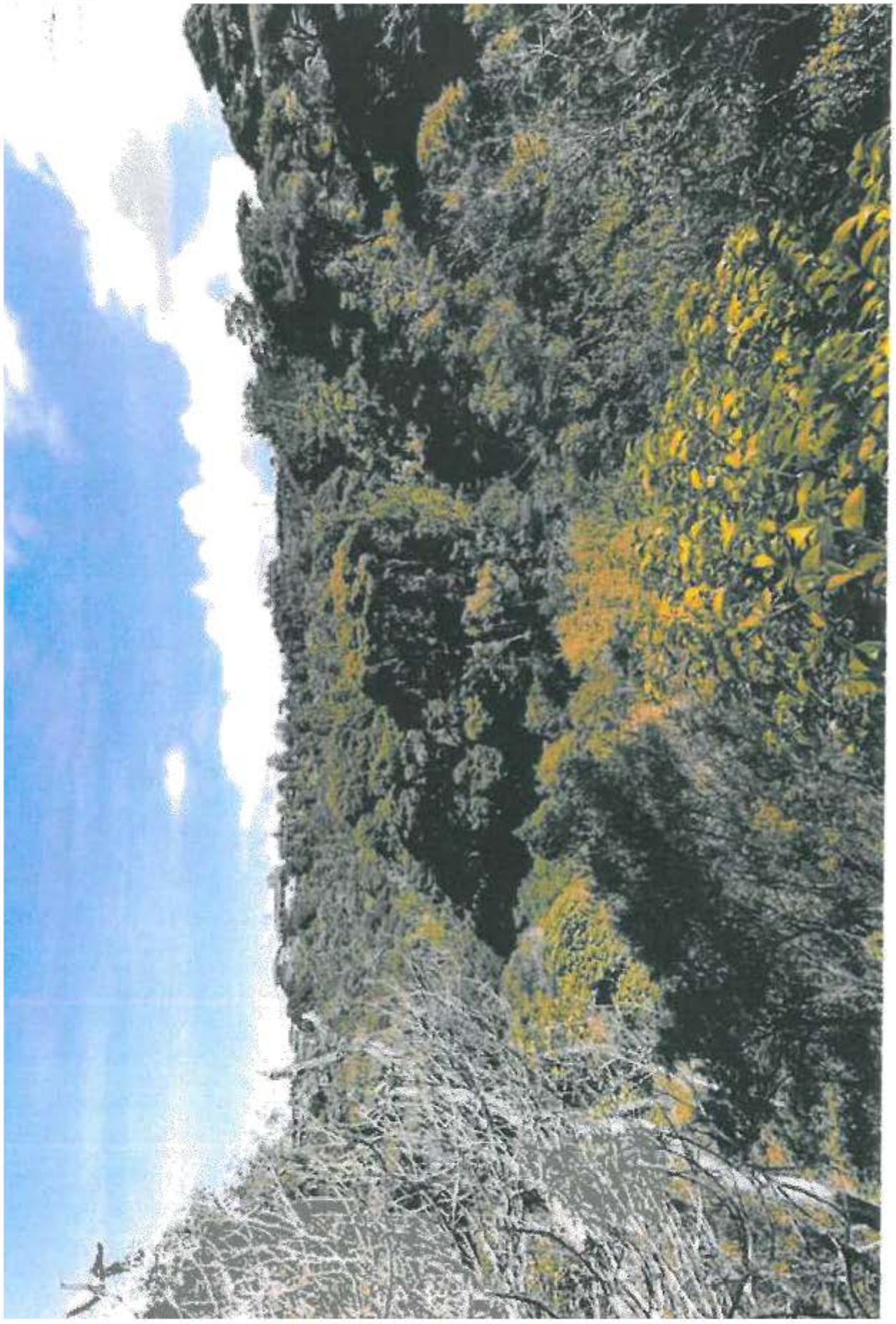
Please note my new email [richard.hursthouse@gmail.com](mailto:richard.hursthouse@gmail.com)

I 410 5339 F 410 9213 M 021 216 1296

Item 31.2

Attachment A





Attachment A  
Item 31.2

Item 31.2

Attachment A

