

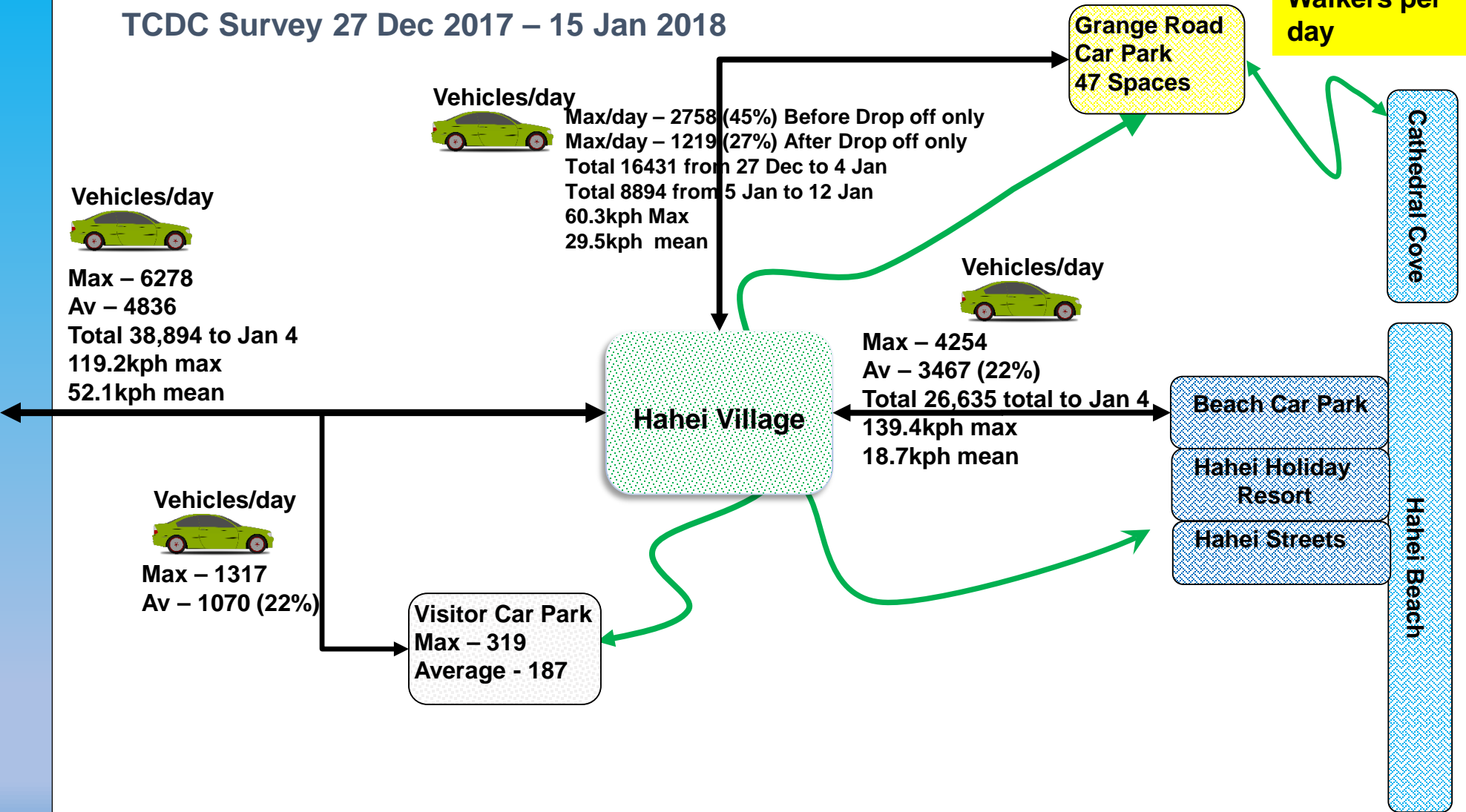
Our Area – Coromandel's Top Tourist Destination



Vehicle Numbers

TCDC Survey 27 Dec 2017 – 15 Jan 2018

3,000 to 4,000 Walkers per day



Hahei Beach Road



26,365 Vehicle Movements
Dec 27 to Jan 4
Max Speed – 139kph

Strategic Tourist Management in our Area.

What is it?

1. Protect quality of life of local Residents & Ratepayers

2. Residents and Visitors Safety critical

3. Invest wisely in Tourist Infrastructure

4. Maximise income from Visitors, re-invest locally.



1. Protect Quality of Life of Locals

- **Expand/Upgrade water and sewerage systems**
 - No 1 issue in Hahei
- **Walking Village**
- **Green Waste transfer facility**
- **Numerous minor works**
 - Footpaths, Stormwater Drains, etc.

Local Ratepayers must not pay for Tourist Infrastructure

2. Safety for Residents and our Visitors

- **Dalmeny Corner Bridge upgrade**
 - High safety risk to residents and visitors
- **Clean up our estuaries**
 - Hahei and Hot Water Beach
- **Hot Water Beach Life Guards**



3. Invest Wisely in Tourist Infrastructure

- **Car Parking**
 - We are at maximum capacity at Hot Water Beach and Hahei/Cathedral NOW.
 - Must expand capacity to deal with continuous growth
- **Walking Village**
 - A win for visitors and locals
- **Build/upgrade range of Tourist related facilities**
 - Toilets, foot paths, rubbish collection etc.

Don't waste \$7m on the Cathedral Coast Walk.

Build the infrastructure we need now.

4. Maximise Income from Tourism

- **Capture Multiple income streams**
 - Pay and Display Car Parking
 - Walk Entry Fees, Concession fees etc
 - Freedom Camping charges
- **Invest now, secured by future revenue streams**
- **With the right infrastructure, our businesses will flourish**
- **Assets must be managed locally**

A Visit to Cathedral Cove/Hot Water Beach is a unique experience.

Let's work together to generate income for everyone

Hahei LTP Key Recommendations

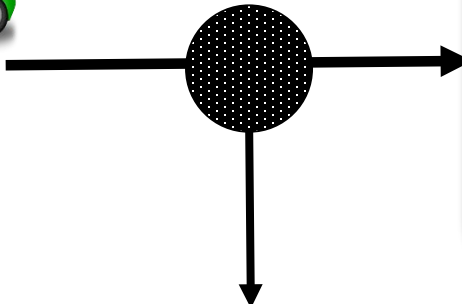
- 1. Expand Visitor Car Park**
 - Bring forward \$172k to 2018/19
- 2. Develop Walking Village Concept (Shared Spaces)**
 - \$50k needed in 2018/19
- 3. Upgrade Water and Sewerage NOW**

Please review all 14 recommendations

Traffic Management

– Long Term Vision

8000 Max Vehicles/day enter Hahei



Hahei Village

- Resident Only Street Parking, subject to consultation
- Develop Walking Village with Shared- Space streets near beach.
- Develop Business/Community Centre parking plan
- Embed flexibility for seasons

Grange Road Car Park

- Drop off only in Summer
- Pay & Display in Winter
- Beautify

Beach Front Car Park

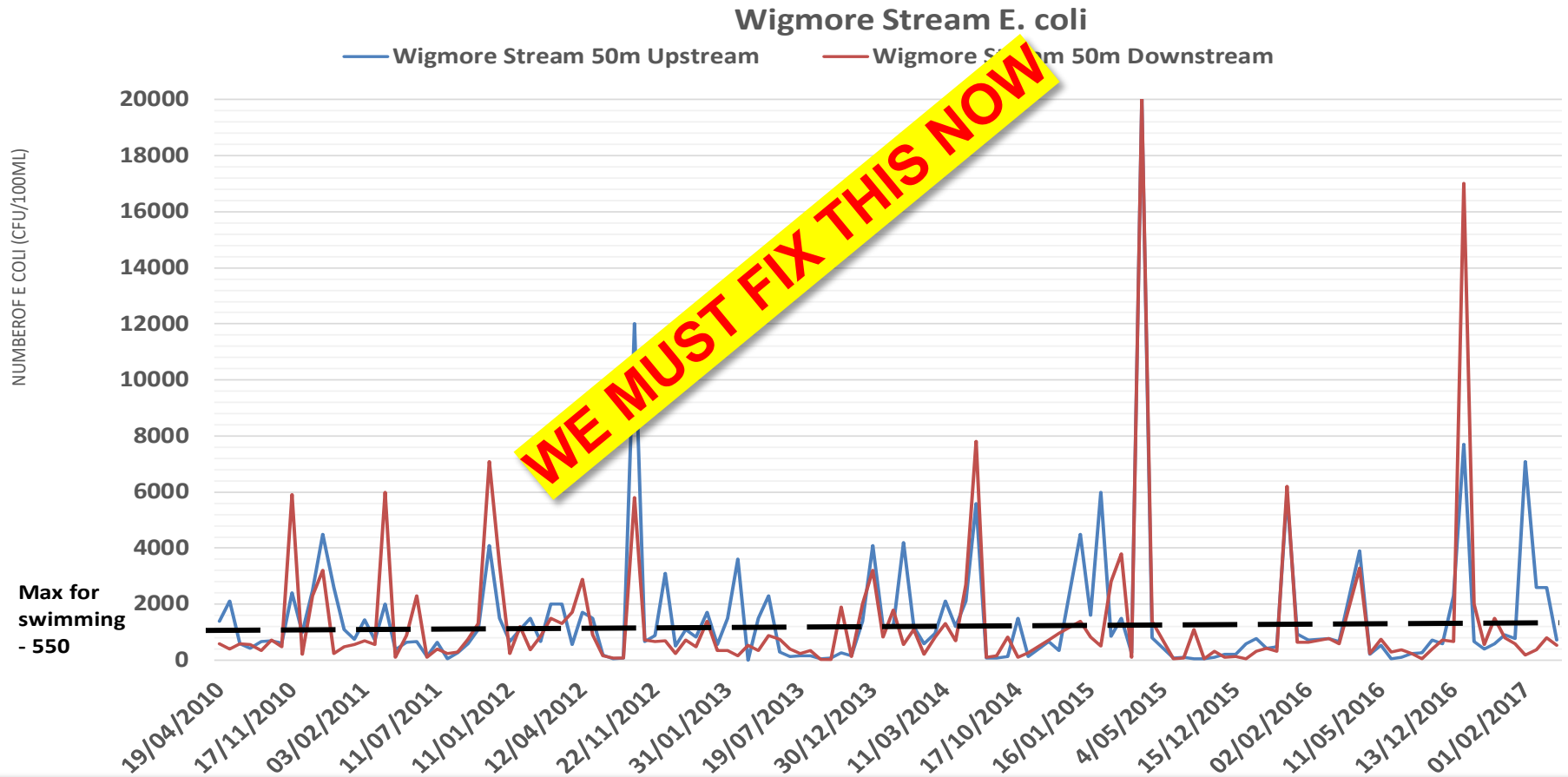
- Pay & Display
- Encourage visitors to access Cathedral Cove from here.
- Concessions?

Visitor Car Park

- Maximise use
- Expand from 200 → 500 spaces
- Promote Walking
- Welcome Centre for local businesses

- Must have free parking for residents
- Effect of Lees Road development unknown

Wigmore Stream Analyses - From 2010 - 2017



Does not meet swimmable stream standard most of the time

Visitor Operations Management

TCDC must strengthen LOCAL management services to address

- **Compliance – we need locally based staff for whole area from October to April. Suggest part time locals.**
- **Freedom Campers are a business opportunity**
 - Direct them to suitable locations
- **O&M Staff – must be able to respond quickly to operations issues e.g. signage, equipment faults, rubbish clean up**
- **Adjust staffing for seasons**
- **Work closely with Dept of Conservation**

Think like a tourist operator

Hot Water Beach LTP Recommendations

- **Visitor Management**
 - Dalmeny Corner Upgrade
 - Expand Car Parks
 - Traffic and parking issues, signage, walkways
 - Fix Pay & Display issues
 - Funding for Surf Life Saving
 - BBQ's and shade trees to be planted
- **Clean up our Bay**
 - Estuary Water testing
 - Develop plan to clean up Estuary
- **Children's Playground needed.**
- **Dog policy to be updated**
- **We need Broadband access**

**Urgent Action needed.
We must take care of our Visitors and Residents**

Mercury Bay South R & R LTP Recommendations

- **Support Hahei and Hot Water Beach proposals**
 - Dalmeny Corner Bridge upgrade very important
- **Request Green Waste Transfer Facility**

Our input given in separate presentation this morning

**Thank You
for your time**

