

BUILDING OUR COMMUNITY

A visionary review by the Chamber of Commerce of current and future physical opportunities for building the community of Rotorua.

This review is the result of a workshop of locally based Chamber of Commerce members who are experienced town planners, lawyers, surveyors, architects and policy planners who worked with other representatives of the Chambers Membership to fuse their combined skills and local knowledge to formulate a range of integrated development concepts and policies that would generate public discussion and positive pressure for building the future community of Rotorua.

It is the workshops view that concepts and policies such as these need to be allowed for in any current planning in order that future implementation is not so compromised that the optimal solutions become impossible. Our future depends on the planning of our city, and district, taking a more proactive and less re-active roll based on co-ordinate plans and policies that will encourage sustainable, quality and appropriate development, redevelopment and growth for Rotorua and District.

The following statements are not seen as utopian but as collection of practical integrated and balanced concepts that are in the medium and long term likely to become a successful reality, if planned for now.

We have assumed a sustained rate of population and economic growth that is significantly more than Rotorua has seen in recent years, possibly to a doubling of population over the next 50 years. We believe that positive Council business orientated economic policies (such as the international airport development), and the ideas contained herein should stimulate growth considerably.

A. TRANSPORTATION

The future is not simply more roads and more parking.

This is especially true for the CBD. Unless Rotorua goes into a state of economic decline, which is most unlikely, it is inevitable that in time:

- Pedestrian priority in shopping and residential areas will increase, with pedestrian malls becoming the preferred norm for shoppers.
- Use of bicycles, and mobility devices such Segways, will increase and need to be provided for in manner where their users are safe from motorised traffic.
- The use of public transport will increase. This will primarily be buses but could include trams and light rail.
- Inter City Rail transport will eventually return to Rotorua and this should be planned for rather than compromised.
- International flights into Rotorua will be frequent and most likely several each day, domestic flights will increase as a result.
- Private car use will increase, and until hybrid, electric and fuel cell vehicles become the only ones permitted in the CBD air pollution levels will increase. The social and economic cost of private vehicle usage will increase and planning policies need to focus on public transport alternatives and forms of urban development that facilitate and encourage public transport.

A co-ordinated transportation policy is required that provides not only for current pressures but for longer term future needs. This requires a review not only of transportation modes but also the location of urban activities and their densities (these are discussed later in this review). With these points in mind the following transportation options are considered worthy of further consideration.

Accordingly:

1. We should not be planning for more private cars to be accommodated in the CBD, more parking means greater peak hour flows, with more congestion and more roads. Less parking available will mean a greater use of public transport and less congestion. We note that congestion is not a serious problem at the problem but an increase population and a more viable properly developed CBD will result in traffic congestion if parking not restricted.

Parking restrictions should commence with discouragement of all day worker parking and include restrictions such a parking on licensed premises (so as to discourage drink driving).

The exception will be for inner city residents who should be given priority parking adjacent to their homes where on site parking is not available. Electric vehicles could be given priority parking.

2. Parking and driving in the CBD will eventually be restricted if it is to be people/pedestrian friendly and an attractive place for tourist and locals. Large areas of urban land set aside for parking, roads and service lanes do not improved the city's appearance, efficiency or general utility. This needs to be planned for now.

3. Park and ride schemes that serve eastern suburbs, Ngongotaha, and western residential areas need to be considered as an inevitable alternative to CBD congestion. Bus usage needs to be encouraged, we note that Perth has a very well used free bus system. If such schemes are not put in place there will be an ever increasing number of cars looking for 8 hr day time parking in the CBD, and/or business will continue to drift out of the CBD as they seek easy parking.



4. An attractive and useful supplemental public transportation system would be a traditional old style tram (on rails, as rubber wheeled alternatives do not attract users). This will add a significant feature to complement Rotorua's cultural, geological and historical tourist attractions. As well as providing a practical, safe and non polluting form of transport. A good example is Melbourne's free inner city circle tram. This tram needs to run from Te Puia to Fairy Springs with a CBD loop serving the Events Centre/Museum and Lake Front, Rotorua Central, the CBD shops and the Tourist Information Centre.

It would be desirable to link the tram to a central bus station and light rail system with a potential to link to future inter city trains. A site for a new Rotorua Station location needs to be established near to the CBD on Amohau Street with a central bus terminal set up nearby. An integrated local and intercity bus, train and tram interchange with secure car parking would be a significant advantage to travellers and a site need to be set aside sooner rather than later.



5. Special bus service are required to serve the Events Centre, International Stadium and other function centres whenever events are on. Parking in every available space and illegal parking (which is often environmentally destructive, a nuisance to neighbours and users of adjacent activities and/or dangerous) is already a significant problem at these centres and can only get worse.

A free bus (or tram if that becomes a reality) service linking tourist attractions and hotels should be promoted. This could be largely sponsored by the attractions and hotels that it serves.

Buses need to run regularly late into the evening so that late workers, and those out on the town can get home without having to drive.

6. A light rail system running on the old railway track between the CBD and Ngongotaha could be the first stage of a system that could eventually run on to Mamaku Village (see proposal for Mamaku development below). Provision for an eastern extension should be considered.

It will be necessary to provide parking and a bus service to key suburban rail stops in order to create an efficient integrated network.

The light rail could eventually become a suburban service within a rejuvenated intercity rail service such as the Auckland to Wellington service.

The existing rail corridor must be retained and adjacent activities planned in expectation of the return of rail.

Access v Ribbon Development

Transit NZ has a view that State Highways are only for getting from A – B (Auckland to Bluff it seems) with no access between, even when not directly onto the State Highway. This needs to be opposed, especially within the city bounds, and on speed restricted roads, so that the function of our city is not compromised. The only exception should be on roads that can be declared Freeways or are Motorways that are designed with good alternative access for adjacent properties.

Conversely, and somewhat contradictory is the fact that we are seeing ribbon development along main roads, such as Te Ngae Rd and the Tauranga Direct Rd. In both cases this requires reviewing. Ribbon development is undesirable in that it stretches services, limits the development of residential communities, reduces the safety of main roads, stretches development into the countryside and cuts road user off from scenes of unspoilt countryside. Left uncontrolled this can lead to the situation such that occurs in Belgium, and Vietnam (two known examples) where both sides of most main roads between towns are lined with development with the countryside hidden beyond.

Entranceways to Rotorua

A few years back there was much talk of building 'entrances' on each main road into Rotorua. Impressive Maori palisading was built to great effect at Hemo Gorge but the other main roads did not progress. This idea needs reintroducing. We believe that similar palisading should be constructed just before the airport (Tauranga side) and just before Fairy Springs. In all cases the location is just before an increased built up in urban development starts where maximum visual impact would occur.

B. THE LAKEFRONT

In recent years the lakefront has been improved considerably as part of the CBD upgrade but its full potential as an attractive leisure focussed area has yet to be realised. The lakefront requires a coordinated development plan that enhances its relationship to the CBD, and Government Gardens, removes inappropriate uses, adds more leisure attractions, encourages family and community use of the lakefront. Current user conflicts, under utilisation and the location of inappropriate activities need to be resolved. The creation of a Tourist Resort Reserve Zone with appropriate safe guards should be considered so as to ensure a coordinated approach rather than isolated un-related developments.

Accordingly:

1. Parking and roading needs to be very carefully thought through. Vehicles should not be found in key focal parts of the lake front. The present 'boy racer' problems would not occur here with appropriate roading and parking provision. Vehicles should not obstruct views of the lake from the surrounding amenities and park. Children and the infirm should be able to move around the lake front areas in a carefree manner without the risk of getting hit by a vehicle.
2. Clusters of buildings should not obstruct views of the lake from the surrounding amenities and park. To this end tourist operator's facilities need to be removed from the lake edge and placed on a pier, so that they become a lake feature in the view rather than an obstruction to the view.
3. A pier with a range of amenities set into the lake would add a significant feature and tourist attraction and make for easier operation of large vessels such as the Lakeland Queen. Clarity of the lake edge water should improve without larger vessels, especially the Lakeland Queen, churning up the lake bed as they work their way out of the shallows. Thus the pier should extend out to deeper water.

'Buildings' on the pier should be towards its end so as to best maximise these aims and enhance the pier's appearance from the lake edge. A stark modern or concrete structure (such as New Brighton pier) would be most inappropriate. The structure should be of timber, in a nautical and compatible with the traditional Rotorua Edwardian architectural style. This should also apply to all other lakefront development.

4. The Craft Market should not happen on the village green, this activity is in the wrong place and obstructs the use of the village green as an open space. (see below for relocation of the Craft Market). The Craft Market also causes major problems for members of clubs using the Water Sports Trust facilities when their events coincide with market days. Users of the lake front launching ramp also are deterred and disadvantaged by market days.



5. The Water Sports Trust should not and probably cannot relocate. It is considered that the water Sports Trust activities are in the best possible location and in themselves are a tourist attraction as well as an important local sports facility, both of which will be enhanced if Item 7 (Maori Marine Centre) is incorporated into the same area. Consideration needs to be given to improving amenities, especially for launching boats, rigging and parking trailers. Increased utilisation of this key amenity needs to be planned for.
6. The Village green needs a vehicle free link back to the Street and increased facilities to encourage family use, such as a 'Toot and Whistle' childrens railway.
7. A Maori Cultural Centre of relevance to the lake edge could be developed on the lakefront, where the Sound Shell is utilise an upgraded version of the existing building (The existing café should remain). This could focus on Maori aquatic culture, with boat building, traditional fishing,

lakes guardianship, traditional whaka display and usage, Whaka Ama racing etc,. It could become a considerable tourist attraction and cultural centre. It could develop a useful synergy with the Water Sports Trust and pier users, to become a major focus for our community and tourists alike.

8. The QE hospital occupies a prime lake front site, to the disadvantage of other potential tourism and leisure related users and limited real advantage to itself except that it requires the use of therapeutic geothermal waters that are present on the site.

We understand that a hospital redevelopment plan is currently being promoted. While we have no details of this development we suggest that the QE should be moved back from the lake, if it cannot be relocated. This would free up this part of the lake for commercial lake edge developments such as travellers accommodation, restaurants, cafes, water sport related and tourists shops and attractions.

This could take the form of a village with board walks, beaches all fresco dining, places for street theatre and cultural shows. Locating the village here, as opposed to the current main lake front, will not obstruct views of the lake from the CBD. This village will provide a continuity between the other lakefront activities, Sulphur Point golf course and the Government Gardens and should be designed in a matching Edwardian architectural style.

C. THE CBD

In recent years the CBD has been adversely effected by the development of Rotorua Central and the permitting of offices and retail uses in areas outside of the CBD. Consequently there are many vacant shops and offices, with above ground floor space very hard to let, low rents and some dereliction. Thus there are very limited commercial incentives for property owners and developers, such that some parts of the CBD are not attractive, car parks fill empty spaces and generally do not add up to an urban environment of top international quality. While there are a few buildings of high architectural or heritage quality the general standard is low.

The District Plans restrictions on the shape and height of buildings, which lead Zen Tower to be the 'stump' that it needs urgent review.

Development of an appropriate style needs to be encouraged within a CBD development plan tied to a strictly enforced Design Guide. Proposals need to be realistic and not depend on suggestions, for example, that the court house be relocated. Perhaps the function could be relocated and new use found for the building, even though it is not an attractive building. If not other solutions to the court house attendee behaviour issues need to be considered, for example, pedestrianisation (or rather removal of roads and parking) of this area could enable landscaping to screen off the court house with the introduction of a waiting court yard and hence reduce the occasional antisocial behaviour problem.

The CBD needs to be better linked to the Village Green and Rotorua Central with key focal points enhanced and provided with appropriate links.

Thus the following are suggested:

1. First pedestrianise 'The Street', and the blocks next to Rotorua Central so as to provide for a more pleasant environment for 'al fresco' dinners and to enhance pedestrian links to the Village Green at the north end while linking back to the Rotorua Central mall at the other end.
2. This pedestrianisation can be extended to the next adjacent blocks and then through to the City Focus and the retail dominated part of the street. We foresee that in time a pedestrian mall will stretch from the Village Green to Rotorua Central.

A mixture of pedestrian mall with limited car access is not considered to be a good thing as it confuses both drivers and pedestrians, reduces safety, doesn't reduce pollution, and is neither one thing nor the other - as can be experienced in Napier. However as an interim measure this is better than the present car dominated situation and does allow retailers to get used to the idea that pedestrianisation is good for business.

3. The pedestrianisation of Tutanekai Street will enable the Craft Market to be relocated here and possibly allow permanent stalls to be erected in the street. This will add considerable vitality to the street, make it a major commercial and tourist attraction, and increase the streets pedestrian count to the general benefit of all retail outlets in the street.



The streetscape could include not only traditional mall furniture such as seats, shelters and planting but also water features, some of which could be warm pools with footbaths, plus the sail theme of the City Focus could be extended along the length of Tutanekai Street right through to and along lakefront pier as suggested by the earlier drawing of a possible pier concept.



4. Around the Pig and Whistle and Court House a landscaped mini park could be introduced.
5. In the long term it might be that the Rotorua Central end of the mall could incorporate first and second floor shopping that could then naturally extend over the road to better link the CBD and Rotorua Central together.
6. The creeping dispersal of CBD activities, particularly offices, into fringe residential areas has left many CBD upper floors vacant and very difficult to let. If the CBD's vitality is to return then this has to stop. It is accepted that the former residential area immediately to west of the CBD (Amohau Street Triangle) is a lost cause as office uses have totally invaded this area, but current planning restrictions should be maintained. Otherwise the protection of CBD uses should be increased and the protection of Industrial and Residential areas from retail and office uses should be increased.
7. Linked to the above should be the protection and enhancement of the green ring around the CBD. There is a break along the side of Rotorua Central. It would be advantageous if the upgrading of Victoria St to a State Highway/Arterial could include a parallel linear parking in due time with Rotorua Central upgrading its parking to multi level instead of wasteful ground level parking.
8. Rotorua is fortunate that its big box retail area is immediately adjacent to the original CBD but an upgrading of Rotorua Central could make it more pedestrian friendly, function better for shoppers and more visually attractive. The current collection of big boxes around a large single level car park creates a less than desirable environment for shoppers in that there is no protection from the elements, no pleasant streetscapes (save the small pedestrian mall at its

entrance), few amenities for shoppers and insignificant landscaping. The large expanse of car park with shops at its edges means that shoppers are encouraged to drive from one big box to the next. This needs to be discouraged. A long term masterplan for Rotorua Central should be encouraged. An appropriate plan that softens the big box car park environment with enclosed shopping, landscaping, urban art works, concealed multi level parking will improve the shopping experience, improve its chances of competing with Bay Fair and the new shopping centre at Papamoa, and in the process improve earnings for the land owners.

We note a certain caution in that care will need to be taken not to further detract from the already weakened retail functions of the CBD.

D. LOCAL AND BIG BOX SHOPPING

Traditionally in most parts of the western world local shops with other services such as doctors, cafes, chip shops, pubs, churches, laundrettes etc form the heart of residential communities. In Rotorua we are reduced to a badly designed rows of local shops, frequently with vacant units. Many are in poor condition, shabby, struggling to survive and not well frequented by locals. A fresh look at local communities and their key services is required particularly so that those unable to drive are better provided for.

Big box shopping opportunities are an essential fact of modern life but do little for the aesthetic, community and environmental qualities of our city. Design is frequently little short of basic, convenience only applies where you can get all you want under one roof, and private car usage is not simply encouraged but essential. Greater thought needs to be given to where big box development is allowed and its urban qualities.

It is fortunate that Rotorua's principal retail big box shopping area is immediately adjacent to the CBD but down side of this is that it is apparently difficult to reconcile its urban design style with that of the CBD, and the risk is that the Big Box style may have a negative influence on adjacent areas and the the Edwardian style promoted by the design guide.

Thus the following are suggested:

1. Planning needs to examine residential areas and determine appropriate catchment areas for commercial and community services such that local shops and service areas can be provided, this may well mean the closing and redevelopment of some and the redesign and development of others. These centres should provide small scale local amenities that can survive in a vibrant and healthy manner even with a better functioning CBD and essential big box retail outlets.
2. Bus services and 'park and ride' car parks should be integrated into the design. Urban design principles that facilitate interlinked residential 'villages' each with a viable centre with related open spaces, and connecting cycle/walkways. Roading and parking layouts and design needs to be reworked so as to enhance and encourage these local centres.
3. An appraisal of what is appropriate for big box retail development in terms of location and design is required. In this respect the City's Urban Design Guide needs to be expanded so as to provide for the best possible retail environment whether it be big box, or large to small shops, with greater physical, economic and visual integration.
4. The random spreading of big box outlets around the city needs to be controlled, with new locations carefully considered and possibly replacing poorly relocated industrial development.

E. HOUSING

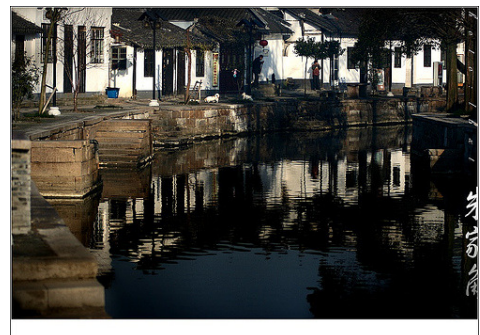
In recent years the phenomena of 'Lifestyle Blocks' and 'Gated Communities' have come to Rotorua with the inevitable effect that residential densities are massively reduced, all services are stretched and amenities for the residents of these areas virtually non-existent unless they get into a car and drive back to the old residential areas or the CBD. The negative effects are many but of major concern is the covering of the hills around the city with scattered houses and the appearance of a house on every little hillock. The significant social segregation that these developments encourage, the locking out of quality agricultural land, and the pushing out of the edge of the country side for those who live in town are all very negative effects. While such developments command high property prices and are obviously desirable to some, in town planning terms they are highly undesirable. They meet no sustainability standards, are environmentally unsatisfactory and socially divisive.

The only exception to this are carefully designed villages/cluster housing and 'Farm Parks'. The later being possibly the only acceptable very low density model for the future and even these must allow public access and be designed not to encourage social segregation.

Infill development is not occurring in Rotorua as fast as it should be. There are too many pockets of semi derelict and unkempt areas within present residential areas. Development of these areas must be encouraged before houses spread across the countryside in all directions. The advantage of infill development and increasing existing densities is that existing utilities can be plugged into, bus services can operate more efficiently, local shops become more viable and small local shopping centres slowly improve, community spirit, support and security is increased (when neighbours know and talk to each other), private car use is significantly reduced, deliveries are easier, community services and schools are closer at hand, and development costs are far lower (home owners will get more for their money). Residential developments within current residential areas can be significantly encouraged by removing resource consent requirements for subdivisions, and dropping Development Levies in these areas. At the same time Sub Division/Resource Consents for life style blocks and gated communities should require significant proof of need, sustainability and social benefit, with Development Levies that truly reflect immediate and long term costs to the community.

This of course does not apply to the development of true villages, existing or proposed. True villages are socially balanced, sustainable, have a small eco footprint, are not built to low densities and can be efficiently serviced. Related subdivision rules should encourage urban design quality, the integration of built forms and their relationship to the natural environment. The focus should be on amenity value rather than standard set backs, plot sizes, rigid zone usage, plot ratios, minimum street widths, etc. that inevitably prevent the development true villages that can have windy narrow roads and features such as village greens often surrounded by central amenities. Maori villages with their restricted road widths and central community facilities are often some of our nicer residential environments albeit often lacking the money to reach their true potential.

We are similarly concerned about low density scattered development around the lakes. However this concern does in no way mean that we believe that residential development around the lakes or even on the lakes edges is inappropriate, quite the reverse in fact (see below). It is the nature, sustainability, design, quality and social balance of developments that is the concern.



Village development, cluster housing and farm parks are by their nature located within the countryside and key planning policies developed to encourage social integration and access to the countryside for others. Features such as public footpaths and walkways should run through these communities and link them to each other and traditional residential areas. These paths should form part of a District wide network of public rights of way that provide access to the city's rural hinterland for the residents of Rotorua.

A further concern is the creeping destruction of some residential areas, particularly where there is traditional Maori settlement. This typically takes the shape of Industry engulfing/encircling residential areas and the creeping introduction of commercial activities into residential areas.

We therefore suggest the following:

1. Revise District Rules to restrict Life Style and Gated Community developments with only sustainable Farm Parks and Villages allowed (see below). In both cases skilled and careful sustainable design should be required. Lifestyle and low density residential development has added to the partial loss of the unspoilt green hills around Rotorua. This issue needs to be addressed as a matter of urgency.
2. True villages, as opposed to Life Style and Gated Communities, can create quality sustainable communities. Existing villages such as Ngongotaha, Kaharoa, Kiangaroa, Mameku, Golden Springs etc need to be encouraged and new villages need to be considered and provided for.
3. Small residential areas such as Ngapuna, and larger ones such as Ngongotaha need active protection and the immediate implementation of policies to restore residential qualities and to retire surrounding industry. In town planning terms Ngapuna illustrates a total breakdown of everything that town planning is meant to achieve and should be developed as a case study to illustrate how such mistakes can be corrected.
4. Infill development within existing residential areas should be encouraged. Placing new quality developments onto overlooked and under utilised areas has the potential to upgrade the quality of life for all concerned. In many areas, such as Koutu, such a policy needs urgent implementation. Koutu is close to the city and lake edge yet not generally seen as a desirable place to live. An action plan for Koutu would provide another usefull case study.

The gentrification of older residential areas (as occurred in Ponsonby) that have become run down will be a huge benefit to the city.

5. The side yard set back and density rules require revision to encourage well designed town houses and row houses that front onto a mixture of public roads and semi private court yards. We believe that low rise (say up to 3 floors) with ground level access and play areas for children, with individual garaging and small gardens. High rise blocks of flats/apartments are not suited to family living and should only be permitted in key CBD locations after careful consideration.

The UK provides many examples of quality high density, low rise, modestly priced, desirable residential areas that are well suited to residential development in close proximity to the CBD and places of work. It would pay to review their applicability to Rotorua conditions.

6. It is inevitable the demand for additional residential development will continue. Careful thought needs to be given as to the form that might take (in addition to the aforementioned infill and farm park options. An option that we believe worthy of consideration is the creation of identifiable green belt bounded villages, as opposed to the more traditional continued formless expansion of existing residential areas. New villages can supplement the improvement of existing villages.

7. Villages should be designed/planned with a central focus, sustainability in mind, and an outer green boundary. The focus should have shops, café/pubs, community facilities, police centre, and hopefully a primary school and a village green/sports field, and be served by public transport. Residential development around the focus should be of varying costs and densities such that



residents can walk and/or bike ride to the focus and the amenities that they need. An immediate case study could be the proposed Eastside residential expansion.

8. People clearly like living by bodies of water. We believe that within the lakes district there is a choice of suitable bays, where farm land can be retired, particularly around Lake Rotorua and Rotoiti that could be developed into attractive water front villages without compromising water quality and, if appropriately designed (see Port Merion in Wales) would provide extremely attractive lakeside amenities for both residents and visitors. The Waikato river also offers similar opportunities.
9. Coupled to these villages could be waterside walkways/cyclepaths, water taxis and marinas. Public footpaths and walkways should run through communities and link them to each other and traditional residential areas to form part of a District wide network of rural public rights of way.

F. INDUSTRY

Industry that pollutes the air or water is undesirable particularly within Rotorua's caldera (basin). Given the city's importance as a premier tourist and recreation destination this is critically important. It is essential to ensure that the city's image and function is maintained in the best possible condition, unfortunately industry can reduce the quality of life for locals and the visitor's experience, especially if it pollutes the environment in any way, and this includes visual pollution and increase in heavy goods traffic.

For residents mis-located industry can also increase heavy traffic and create considerable noise nuisance. There is considerable conflict in Rotorua between industry and residential areas which appear to be located more by random than plan. Long term planning needs to look at resolving these conflicts to improve the tourist experience and improve the quality of life in residential areas currently negatively affected by industry. Further the city's industrial areas are themselves scattered and fragmented and consequently a long term strategy is required to better organise industry, retire some area and find new and better locations in order to reduce conflict and provide for growth.

1. New industrial zones need to be developed and encouraged, through infrastructure development, that can accommodate heavier industries that are not suited within the Rotorua caldera. We suggest that:

- Mamaku is extremely well placed to fit this role with good road links to the north and the Port of Tauranga and a rail link that should be reinstated. However this area must not extend through to the main Auckland highway as this is a principal tourist route and the special Mamaku hills scenic qualities must be preserved at all cost, with a landscaped/treed screen between this area and any industry.



- The Peka block and old Waipa Valley (former mill village site) needs to be developed as planned twin industrial areas but must not be contiguous, it is essential that they cannot be seen from the main Taupo Highway, again this is a key tourist route that must not lose its scenic qualities. This area would be ideal for bio industry development.

- The Rainbow Mountain industrial zone can be retained for forestry and agriculture related industries. Kaingaroa also provides forestry related industrial development opportunities and like Mamaku village is in serious need of development and economic development.
2. Industry needs to be located off main tourist routes and away from residential areas in defined industrial parks. Except for Eastgate Rotorua (see note below re. lack of landscaping screening the area from the road) is sadly deficient in such well planned industrial area. Some areas of existing industry need to be retired, restricted or rezoned in order to restore the quality of life to adjacent residential area. Some examples follow:
- Industry around Ngapuna has destroyed the vitality of this community and should be removed as a matter of priority. In addition the geothermal activity in this area provides difficulties for some of the existing industrial premises.
 - The current Lockwood site pushes into residential areas. This conflict needs review and a solution.
 - The old mill site in Ngongotaha is surrounded by housing and again the use of this site needs review and a solution.
 - The Vaughan Road industrial area has one or two 24 hour large operators that cause a serious noise nuisance to the residents of Lynmore. This requires a solution.
 - Light industry, big box warehouses, showrooms and car yards are spread along Fairy Springs Road and provide a grim welcome to visitors arriving from Auckland by road. An attractive landscaped buffer zone, with only suitable selected activities remaining, is required with industry located off the main road.
 - In other areas this is less of a problem but attractive landscaped buffer zones would still be beneficial. In this respect the landscaping between the Eastgate Industrial Park and the main road needs to be looked at as this is immediately adjacent to the airport and the first thing that air travellers see when they arrive in Rotorua.
 - An industrial park development plan for the airport area should be prepared as it is inevitable that there will be increasing pressure for travel, storage and port related facilities in and around the airport.
3. Industrial areas, as with other zones, are suffering from the gradual introduction of inappropriate activities. Some non industrial activities such as cafés and sandwich bars, parks and amenities should be planned in, but other encroachments such as retail and offices need to be strictly controlled. The White Street industrial area has many stand-alone office and retail outlets that are there at the cost of the CBD, and utilising land that would be better used for industrial growth.

G. TOURISM

Many of the previous comments relate in one way or another to improving Rotorua as a tourist destination, in addition to which there are many tourism and leisure specific matters to be considered.

A particular problem is the physical fragmentation of many tourist activities which is largely created by the very geographical features that form the attractions (such as Te Puia and the Polynesian Pools), or historical accident (such as the Agrodome and Skyline/Mitai/Fairy Springs). There is little that can be done about this other than to encourage new activities to form clusters with existing activities, as has happened at the Agrodome which suggests a strong commercial desire to do this where there is the opportunity. It is therefore a good idea to formally recognise this and to identify tourist clusters, plan for their growth and facilitate the links between clusters. Generally this applies more to

attractions within the city as little can be done with regard to those that lie at distance from the city. We therefore suggest that:

1. Tourism nodes and links be identified and policies put in place to improve movement between links, to add related facilities at nodes and introduce features (such as motels, tourist shops, cafes) along the links to provide a more continuous and comprehensive tourism/leisure experience. In the future there could be a water taxi link between the airport and the CBD lake front.
2. Provide free public transport (buses or trams), walkways/cycle track along all links and introduce a London Underground type map for tourists to promote the availability and accessibility of facilities and attractions.
3. De-commission land uses adjacent to the nodes and along the links that are incompatible with tourism and leisure activities.