

Whitby Residents' Association



Village Plan 2013





Introduction from the Whitby Residents' Association...

"We are pleased to present the 2013 update of our village plan. Village planning is a process which allows us to look at ways in which we can make Whitby a better place to live in.

"This revise allowed us to look at what progress had been made with the previous 2009 plan, what remained to be done and what new ideas we had for improving Whitby, and ensuring that we have a village which we can enjoy and be proud of.

"This plan includes, for the first time, the residential estate of Silverwood. This estate of about 200 sections has been developed over the past two years, and is now gaining pace. The residents of this area will be using the community facilities of Whitby, and the potential growth of this area will impact on demand for development, particularly in the eastern end of Whitby.

"Of course we understand that funding will always be an issue, and we cannot have everything we want immediately, but the projects contained in our 2013 wish list certainly give us some options. There are projects big and small there, and the important thing for our association and our community, is that we have a plan which can be progressed as the opportunity and funding allows.

"I hope you enjoy reading our plan, and you support our aims and objectives. The Association is an active one, and we need the support our community to ensure that we achieve the best outcomes for the people of Whitby."

Geoff Mowday
Chairman
Whitby Residents' Association
March 2013

Vision Statement

“In 2030, Whitby will be the most desirable place to live in the Wellington region. It will have the upper quartile quality of life for all its residents as evidenced by a wide variety of housing styles, shops and community facilities. There will be an extensive network of interconnecting walkways covering all of Whitby and a higher than normal percentage of reserves. It will be a friendly, safe, caring community which is committed to the preservation of a sustainable lifestyle. It will show a strong affinity in its local character to James Cook and his explorations in Aotearoa.”



To achieve this vision, there are five individual sector plans – covering walkways and reserves, major development and services, education, community building and promotions. These plans will be developed, reviewed and revised as the community develops in conjunction with the relevant local authorities and agencies.



About Whitby

Whitby is a relatively new area that has been purposefully developed since 1971. From rolling farmland and planted forest, it has gradually expanded to over 4000 homes and 12,000 people. It will continue to expand with new land being made available for housing.

In 2011, the Silverwood development began marketing and some 200 plus homes are planned for this area, located between Whitby and Pauatahanui. As this area develops, an increasing need for local facilities in the eastern end of Whitby will become apparent.

Porirua City Council encourages the development of village plans, where the community take ownership of their location, and advise the council of the needs and priorities of their area. The Whitby village plan is part of the council's district plan but this document is not a comprehensive planning document. Rather, it sets guidelines and precepts which Whitby residents agree and support, so that Whitby's special character can be recognised and preserved.





Whitby History

The sale of the Porirua Block by Ngati Toa to the Crown in March 1847 marks the beginning of widespread European ownership of land in the area. This allowed the NZ Company to finally begin selling the sections it had surveyed before the sale of the land itself. It also brought peace to an area that had been unstable, and few Europeans had settled.

In 1848 the road along the southern side of the Pauatahanui arm of the harbour was completed making access to the land a much easier proposition. Among the first buyers of the newly subdivided land were families such as Boulton, Bradey, Brandon, Carter, Champion, Grey, Stace, Taylor and Toomath. The graves of one of the families, the Bradeys, are today preserved in Whitby.

Farming developed from this point through to the middle of the 20th Century, and a golf course for the Sunny Bay Golf Club, later the Paremata Golf Club, was established. This golf course was later subdivided and built on, but was replaced by the Whitby Golf course. Then things began to change.

New Zealand's population had grown rapidly after WWII, creating a housing shortage so that schemes for new subdivisions were common, and one such scheme was to develop the large area of the Pauatahanui Basin. An urban development study had been written identifying Pauatahanui as a major centre for Wellington's growth.

In 1967 a company known as the Whitby Developments Consortium bought 3000 acres in the area to develop a new community, which was to have been the first of several "neighbourhoods" for the new Pauatahanui city. The name Whitby was influenced by the bi-centennial of Cook's voyage of 1769. Development began, and the first sale of sections took place in 1970 in the Spinnaker Drive area.

As the area developed in the 1970s, the Consortium established their offices and a shop on Spinnaker Drive. Rapid development over the rest of the area to the west of James Cook Drive, started in the early 1980's, and then continued to the east, reaching





virtually to Pauatahanui by the early 2000s. The Hills to east of James Cook Drive had been planted in pines early in the development, and felled late 1990s – early 2000s, to clear the area for the current latest developments on hillsides and hilltops.

Originally Whitby began under two local bodies, Porirua City and Hutt County. The shopping precinct was built in the 1980s, and at the same time Hutt County established the library building and Bradey Room community facilities. In the early 1980s local body government reform merged the Pauatahanui/Judgeford part of Hutt County with Porirua City, so Whitby became united as part of Northern Ward of Porirua city.

Over the years schools and pre-schools have been established, and youth groups such as Scouts and Girl Guides, and churches and clubs have become features of the village. A service station was built in 1982.

As the 21st century began Whitby Consortium sold its remaining holdings, including the golf course to Whitby Coastal Estates. An appeal was made to the City Council to buy the course as a recreation reserve, but this failed, and the golf course was subdivided as the Duck Creek subdivision. In 2012 the southern section of the subdivision was sold to Todd Property Investments for subsequent development, and currently plans for the building of a new supermarket are underway.



Whitby Facts

1. **Area:** 54 ha.
2. **Area in parks and reserves:** 20ha.
3. **Walkways:** 17 kms
4. **Dwellings:** c.4000
5. **Population:** C 12,500
6. **Population characteristics:** <20years: 35%; 20-65 years: 55%; >65 years: 10%.
7. **Ethnicity:** European 70%; Pacific Island 3%; Maori 6%; Asian 5% Other 16%.
8. **Council services:** Library, refuse collection, water supply, sewerage processing.
9. **Health services:** Local GPs, dentist, physiotherapist, pharmacy. Kenepuru Hospital is 9km from town centre.
10. **Schools:** Three primary schools, one additional primary school land site, one private college. Nearest secondary school is 7km from town centre. Numerous pre schools.
11. **Churches:** Anglican, Baptist, Anchor community church.
12. **Retirement homes:** Two – Bupa Guardian home and hospital; Whitby Lakes Retirement village.
13. **Public Transport:** Bus route services to Porirua and Paremata stations

Whitby Resources

Community

Schools x4; Kindergartens, childcare and pre-schools x6; Churches x3; Libraries x2; Retirement Homes x2.

Businesses

Petrol Station x1; Food x4; Chemist x1; Stationers x1; Hairdressing salons x2; home based hairdresser x1; Spa and Beauty x3; Tailor and Alterations x2; Doctor's Surgery x1; Dental Surgery x1; Physiotherapist x1; Gym x1; Swim School x1; Veterinary Surgery x1; Real Estate Agents x2; Restaurant & Cafe x1; Takeaway foods x2 ; Convenience stores x2; Lawn mowing services x2; Mobile mechanic x1; Builders x5; Plumbers x3; Heat Pump Specialist x1; Computer Repair and Maintenance x5; Housecleaning x2; Carpet laying x2; Carpet repairs x1; Painting and Decorating x4; Ironing and domestic services x3; GIS Mapping Centre x1; Property development Companies x4.

Sports Clubs

Tennis, bowls, soccer, netball, cricket, indoor bowls, athletics, Tai kendo

Interest Clubs and groups

Probus (x2), Floral Art, Toastmasters, NZ Soc of Music Therapists, Dance Schools (several), Women's Institute, Mana U3A, Mainly Music for toddlers (2), Scouts, Guides.



3.3 Business Activity – Whitby

Table 12: Number of Home-based Business Units and Employees for Whitby, 2011 –
Source: Statistics NZ Business Frame

Selected Industry Categories	Home-based Businesses	Home-based Employees
A Agriculture, Forestry and Fishing	-	-
B Mining	-	-
C Manufacturing	12	15
D Electricity, Gas, Water and Waste Services	-	-
E Construction	113	84
F Wholesale Trade	-	-
G Retail Trade	-	-
H Accommodation and Food Services	-	-
I Transport, Postal and Warehousing	5	3
J Information Media and Telecommunications	3	3
K Financial and Insurance Services	36	12
L Rental, Hiring and Real Estate Services	145	24
M Professional, Scientific and Technical Services	153	54
N Administrative and Support Services	-	-
O Public Administration and Safety	-	-
P Education and Training	-	-
Q Health Care and Social Assistance	14	6
R Arts and Recreation Services	8	9
S Other Services	16	24
Total	505	234

Most home-based activity in this suburb is in Professional, Scientific and Technical Services; Rental, Hiring and Real Estate Services; and Construction. Whitby has the highest number of home-based businesses and the second highest number of home-based employees.

Unlike other suburbs, there is a very high level of activity within Professional, Scientific and Technical Services; Rental, Hiring and Real Estate Services; and Financial and Insurance Services.



Home based businesses

Whitby has a higher than normal number of home based businesses. The advent of modern technology and Whitby's location adjacent to the business districts of Porirua, the Hutt Valley and Wellington contribute to this, making Whitby a desirable place to reside in.

The PCC economic development data, (based on Statistics NZ Business Frame, 2011) identifies the following:

- Total number of home based business (at 2011): 234
- Total number of employees : 635
- Proportion of home based employees: 36.9%



How the Whitby village plan was developed in 2009

The Whitby Residents' Association developed and took ownership of the village plan in 2009. A series of public and committee meetings were held during 2008 and early 2009 to explore the main themes looking to the year 2030. In June 2008 a questionnaire went to all residents in Whitby. The results were tabulated, analysed then informally discussed with council officers. The findings were promoted in news forums and then discussed at several public meetings.

The resulting Whitby plan was endorsed by the committee on behalf of Whitby residents and was tabled with Porirua City Council. It became operative in 2009.



Key findings of surveys and public meetings, 2009

As a result of the surveys, and public meetings, the following key findings were identified:

1. Quality of Life

People are friendly. The area has good access to services. There are good bus services. There is a good walkway system. There is a low crime rate. There are a lot of bush and reserve areas. The village is just the right distance from Wellington.

2. Housing

74% think we have enough variety in housing types. There is a need for more flat, single level dwellings for older people. 41% are happy to have communal housing in Whitby. 33% support having in-fill smaller homes. Most people don't want blocks of flats in Whitby.

3. Whitby Centre

The existing village centre is too small. There is pressure on parking at certain times. There is not enough variety of shops. There is a feeling that the New World supermarket needs competition. The buildings are scruffy and old style, and out of character with Whitby. There is need for some shops at the Navigation Drive end of the village. There is a need to create something which creates a feeling of belonging to Whitby.

4. The inlet and regional parks

85% of respondents said the inlet was a very important asset. 60% stated they used the inlet for recreation, and 50 % regularly visited the regional parks. There are strong concerns over siltation of the inlet, and the loss of iconic views of the

hills around Whitby from development. There are a variety of views on windmills and wind turbines on the hills.

5. Community facilities

Residents thought there were sufficient hall facilities. Library opening hours could be more flexible to cater for residents' lifestyles. There is a relatively low membership and involvement with Whitby organisations, with an average membership of just one organisation per home. There is a need for more facilities and activities for youth, and for older people. We need more integration for new migrants. We need more activities for young mothers. 90% support the concept of a Whitby Fair.

6. Walkways and reserves

60% of regular users want more walkways. Residents strongly feel these need to be proper walkways and cycle ways that go a reasonable distance, are well maintained, and have variety, linking reserves and bush areas. Consistent signage was needed on all walkways. a new east-west walkway across Duck Creek is the most popular suggestion. Reserves are wanted in the Duck Creek area with green space plantings. More tree planting by the community. Community care of walkways and reserves was supported. Community garden schemes were popular but generally the soil quality is poor. Composting and recycling activity is high.



7. Healthcare

99% want out of hours emergency service kept at Kenepuru. 67% of residents had health insurance. There is concern about the future of health services in Whitby – 60% of those who use the Whitby facilities don't think it is well served, and more services are needed to cope with growth.

8. Education

85% of parents want their children to attend a public secondary school in Whitby. Primary schools are well supported but there is a need for children in the Navigation end of Whitby to attend a local primary.

9. Rates

80% of residents think PCC rates are too high, and 67% think GWRC rates are too high. Only a small percentage considers these rates represent good value for the money.

10. Safety

People are concerned about the growing level of nuisance crime and speeding on Whitby roads. Car ownership in Whitby is higher than national norms, which reflects the need for greater road safety policing.



How the Whitby village plan was updated and revised in 2012/13

In 2012, the Porirua City Council advised that it was appropriate to review the Whitby Village plan. The Whitby Residents' Association committee reviewed the plan, and updated relevant sections. The plan was then published in the local newspaper, "Whitby Newsbrief", inviting comment and submissions from all residents and community groups. As a result of those submissions, some sections of the plan were rewritten, and the final draft prepared. This was endorsed by the Whitby Residents' Association, and submitted to council for adoption.



Future uncertainties

Like all village plans, the comment and considerations are relevant at the time the plan is published. Many externally driven developments will influence how Whitby and Silverwood grow. In identifying this revised plan, it is worth noting the uncertainties which could impact on our area...

1. Silverwood land is available for building now. In 2013 Duck Creek north and south will also be on the market. The economic conditions, plus confidence factors including employment, wage rates and investment will all impact on how quickly that available land is sold and developed.
2. The construction of Transmission Gully motorway will impact upon our area. The construction period 2014-2020 will result in economic growth in our area but equally will see increased

traffic both on local roads and SH58, as well as possible nuisance factors of noise, dust and congestion.

3. Population demographics: The 2013 census will give us a good profile of residents within Whitby. The census results will support or refute the perception that we may have a larger population of 'older/retireds' and young families, with not so many residents at the middle stages of their lives. This affects the type of services and facilities we need in this village.
4. Whitby has a high proportion of businesses which work from the owner's home. The introduction of ultra fast broadband to Whitby will encourage this trend. Working from home is convenient but it creates a more isolated work environment, which in turn, creates a demand for support services and facilities close at hand.



5. The prospect of an extensive wind farm at Puketiro, above Pauatahanui, will impact upon the outlook for many Whitby and Silverwood residents.
6. The effects of climate change, and energy shortages are other uncertainties. Whitby has no emergency management plan currently, but it does have a sympathetic, and proactive community which favours emergency management and energy management for the future.

Planning for the future of any area has uncertainties, and the WRA can only plan for development they can recognise and quantify at any given time.

The Plan was published in the local newspaper, “Whitby Newsbrief”, on February 5, 2013, and submissions invited from any resident or local group. A total of eight submissions were received which were evaluated by the sub-committee, and amendments made to the first draft. This is the plan which has now been finalised as a result of that consultation and review process.



2013 WISH LIST – INTRODUCTION

Previous plans have documented their objectives under five key headings. This plan continues that approach, but is much more specific. The planning objectives have not changed, but as the village matures and progress is made towards agreed goals, the opportunity arises for a much more detailed focus.

A wish list of possible initiatives identified by the community has been categorised to fit into the five plans.

Walkways and Reserves Plan

Desired outcomes

- A long term master plan of interconnected walkways and reserves designed by the community and the council.
- A shared responsibility between the community and the council for maintenance of walkways and reserves to an agreed standard.
- Use of reserve area for sustainable activities.
- Use of reserves and walkways to promote walking, exercise and healthy lifestyles.
- Creating a community environment which is safe, and facilities which are able to be used in safety.
- An annual celebration of Whitby as a community, with attractive walkways and reserves.



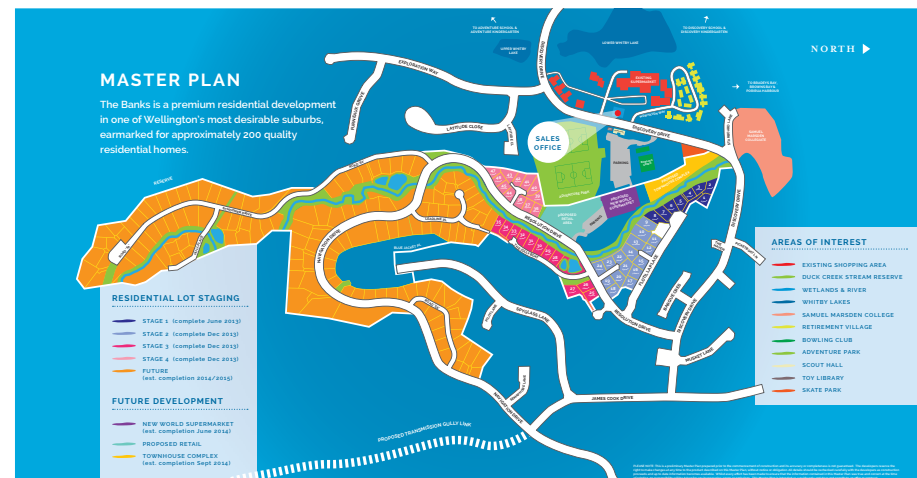
To achieve these outcomes, WRA would recommend the following:

- Continue annual walkways festival. (Status: ongoing).
- Involvement of community in reserves and walkways maintenance. (Status: as appropriate).
- New pathway to Whitby Plunket rooms, Village centre. (Status: completed).
- Better parking arrangements in Lakeside NPBC area. (status: under planning).
- Omapere St pedestrian Crossing. (Status: completed).
- New signage for village entrances. (Status: approved, under way).
- More waymarker signs on walkways. (Status: ongoing).
- Walkway from Silverwood to Navigation Drive. (Status: land bought, design and construction being planned).
- Lake improvements – weed removal, fish maintenance. (Status: joint project with Hutt Valley Coarse Anglers Club and PCC agreed).
- Lake improvements – Bollard lighting on walkway around the lake. (Status: under review).
- Spinnaker summit view point: Grassed area, new seating, information board. (Status: proposed).
- Quarterdeck lookout – tree trimming, information board. (Status: proposed)
- Rex Green lookout site, off The Crows Nest – information board. (Status: proposed.)
- Nishio Park – adjacent to Discovery School – new information board. (Status: proposed).
- Postgate Park – new information board. (Status: proposed).
- Silverwood Park – play area equipment. (Status: proposed).
- Bradey Grave – seats, plaque or information board and grassed area, linked to walkway. (Status: under discussion).
- Spyglass Reserve – seat and picnic table. (Status: proposed).
- More walkway lighting to provide greater of security of use. (Status: requested).
- Macracarpa woodland reserve adjacent to Endeavour Park. Better walkway access and information board. (Status: requested).
- Footpath for 400 metres on Discovery Drive adjacent to Lakeside Villas. (Status: requested).
- Identification of dog “off lead” exercise area(s). (Status: requested.)

Major development and services plan

Among the major development facilities which the community would like to see in Whitby and Silverwood are:

- New supermarket completion and opening (Status: approved and under way).
- Associated retail/professional office development (Status: resource consent to be sought).
- New medical centre – possibly in existing village mall. (Status: proposed).
- General upgrade to existing village mall building and car park. (Status: approved and under way).
- New primary school developed at Endeavour site. (Status: requested).
- A small retail complex developed for Silverwood/Navigation area. (Status: requested).
- Relocation of Skateboard park redevelopment. (Status: pending).
- Fire station for Whitby/Silverwood. Pauatahanui/Waitangarua. (Status: requested).
- Involvement with developers for new housing land areas. (Status: pending).



Education plan

- Fourth primary school proposed for Endeavour Park- (Status: land held by Ministry of Education. Development when demand dictates).
- State secondary school for Whitby/Silverwood. (Status: Possible site identified.)

Community building plan

- Continue with development of Whitby Guardians network, working towards safer community. (Status: ongoing).
- Addressing vandalism: utilise PCC 'flying squad' to hit areas of graffiti quickly. Protection of popular target areas with CCTV cameras. High profile police presence after hours. (Status: requested).
- Monitoring new skatepark facility, and other identified target areas. (Status: ongoing).
- Ongoing village centre redevelopment, and lake side facilities. (Status: ongoing).
- Community fund for James Cook related information board at central location – i.e. adjacent to lake, new Duck Creek bridge or other central point. (Status: requested).
- Support for Party by the Lake event as an annual younger children's event. (Status: requested).



Promotions plan

- Development of Whitby website. (Status: to do).
- Reinstatement of Whitby Fair. (Status: under review).
- Strong promotion of Walkway Festival each year. (Status: to do).
- Continuing community support for Whitby Newsbrief. (Status: ongoing).
- Development of Emergency Management Plan for Whitby and Silverwood. (Status: to do).
- Revamp of graphics and brochure for Whitby Residents' Association. (Status: to do).



Committee

Geoff Mowday (Chairman), Gary Sims (Vice Chair), Saar Cohen-Ronen (Secretary/Treasurer), Carolyn Amos, Brian Clifford, Michael George, Len Jakobsson, Gordon Johnson, Sam Marshall, Hayden McKee, Lisa Webber.

Background information

- *Key findings of surveys and public meetings 2009.*
- *Key findings and feedback from review in 2013.*
- *Home based business mapping research & survey results, May 2012. PCC economic group.*

Contact details



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