

Whakaae Whenua | Puketapu-Bell Block Spatial Plan

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The 30+ year vision for the
future of Puketapu-Bell Block



The Meaning of Whakaae Whenua

“Whakaae whenua, whakakotahi tangata, whakatipu ora”

Through agreement with the land, unity among people, and growth in wellbeing

Whakaae Whenua is the name and guiding kaupapa for the Puketapu-Bell Block Spatial Plan. It refers to agreement over land, land consent, and the authority of tangata whenua. For Puketapu Hapū, it also reflects a long history of resilience and the importance of connection to whenua, whakapapa, mauri, and shared responsibility.

The name comes from the mere pounamu Whakaae Whenua, associated with Horoatua and Rāwiri Waiaua of Puketapu and Te Ātiawa. Its story is linked with migration, displacement, return, and reoccupation of the Puketapu-Bell Block area. It reminds us that resilience is about maintaining identity, rebuilding relationships, and creating strong foundations for future generations.

Puketapu-Bell Block’s history includes important events and places that speak to authority, consent, and collective responsibility. These stories encourage us to plan for a community that is connected, prepared, and able to protect the waterways, landscapes, and places that support wellbeing.

The area’s awa, reefs, wetlands, pā, urupā, kāinga and cultivation grounds and places such as Kaipakopako, Taumata, Hawetaone, Mangaoraka, Waitaha and Waipu reflect generations of resilience. Muru Raupatu Marae remains a place of belonging, memory, manaaki, and community strength.

As Puketapu-Bell Block grows, Whakaae Whenua calls for planning that supports resilience through quality housing, connected infrastructure, safe and accessible movement, welcoming public spaces, and healthy waterways and coastal environments. Grounded in tikanga, partnership, and whakapapa, the plan seeks a future that is connected inclusive, prepared and enduring.



Tui / *Prosthemadera
novaeseelandiae*

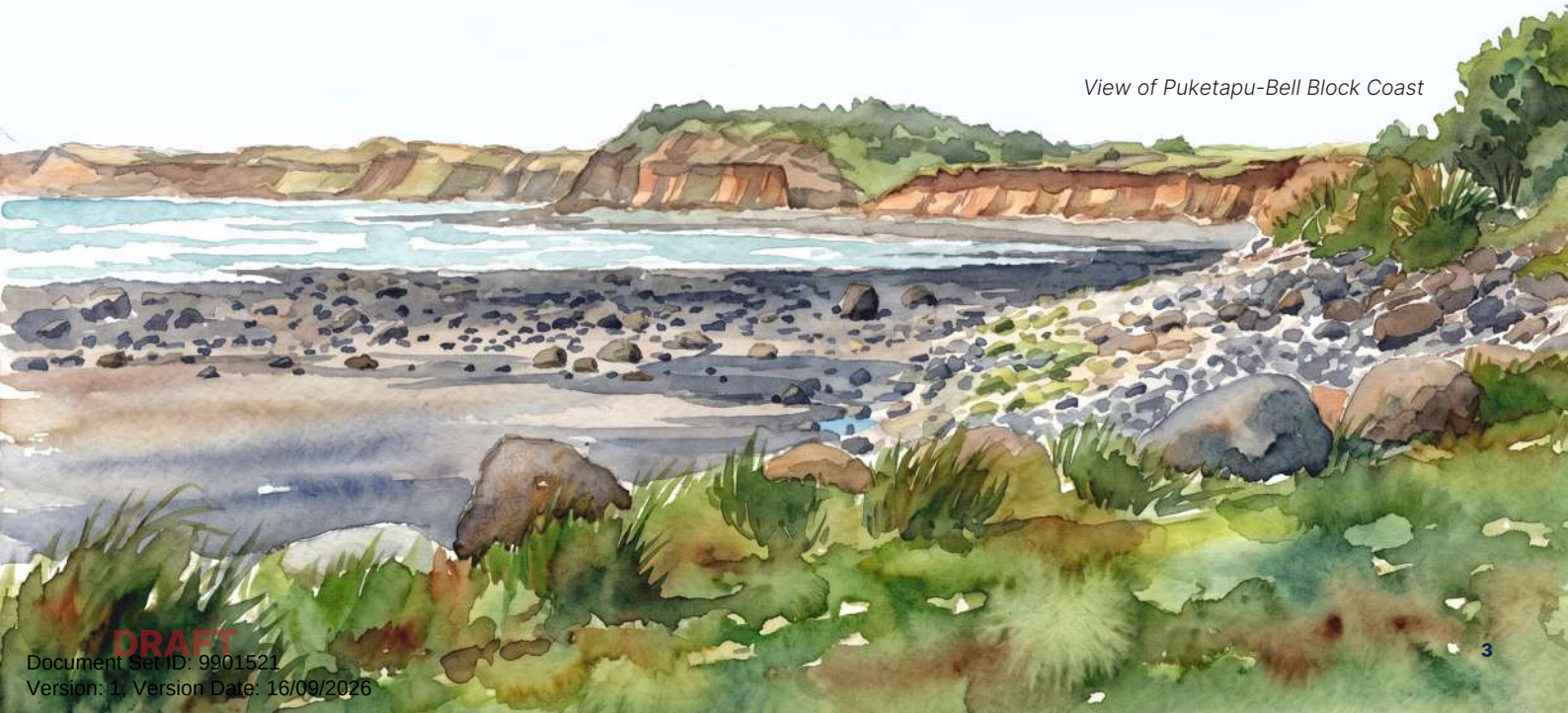
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Mihi

I raro i te korowai o Whakaae Whenua ka hono te tangata ki te whenua, ka hono te whenua ki te tangata. Mā te mana o Puketapu e whakatipu te oranga mō ngā uri e whai ake nei.

Beneath the mantle of Whakaae Whenua, people are connected to the land and the land to its people. Through the mana of Puketapu, wellbeing is cultivated for generations to come.

View of Puketapu-Bell Block Coast



1.0 Forewords | Kupu Whakataki

Puketapu-Bell Block Community Board

Communities are built one decision at a time. Some decisions solve today's problems. Others shape the lives of people who may not even live here yet.

A spatial plan is not about predicting the future; it is about preparing for it.

For those of us who call Puketapu-Bell Block home, this plan is about making sure our community continues to grow without losing the character that makes it special.

Over recent years we've welcomed many new families, new businesses and new opportunities. Growth has brought energy and investment, but it has also highlighted the importance of keeping pace with transport, infrastructure, community facilities and the places where people come together.

This spatial plan is our opportunity to think beyond the next few years and instead ask a much bigger question:

What sort of community do we want future generations to inherit?

The answer is not found in one project, one road or one building.

It is found in the many decisions we make over time - and in ensuring those decisions are all moving in the same direction.

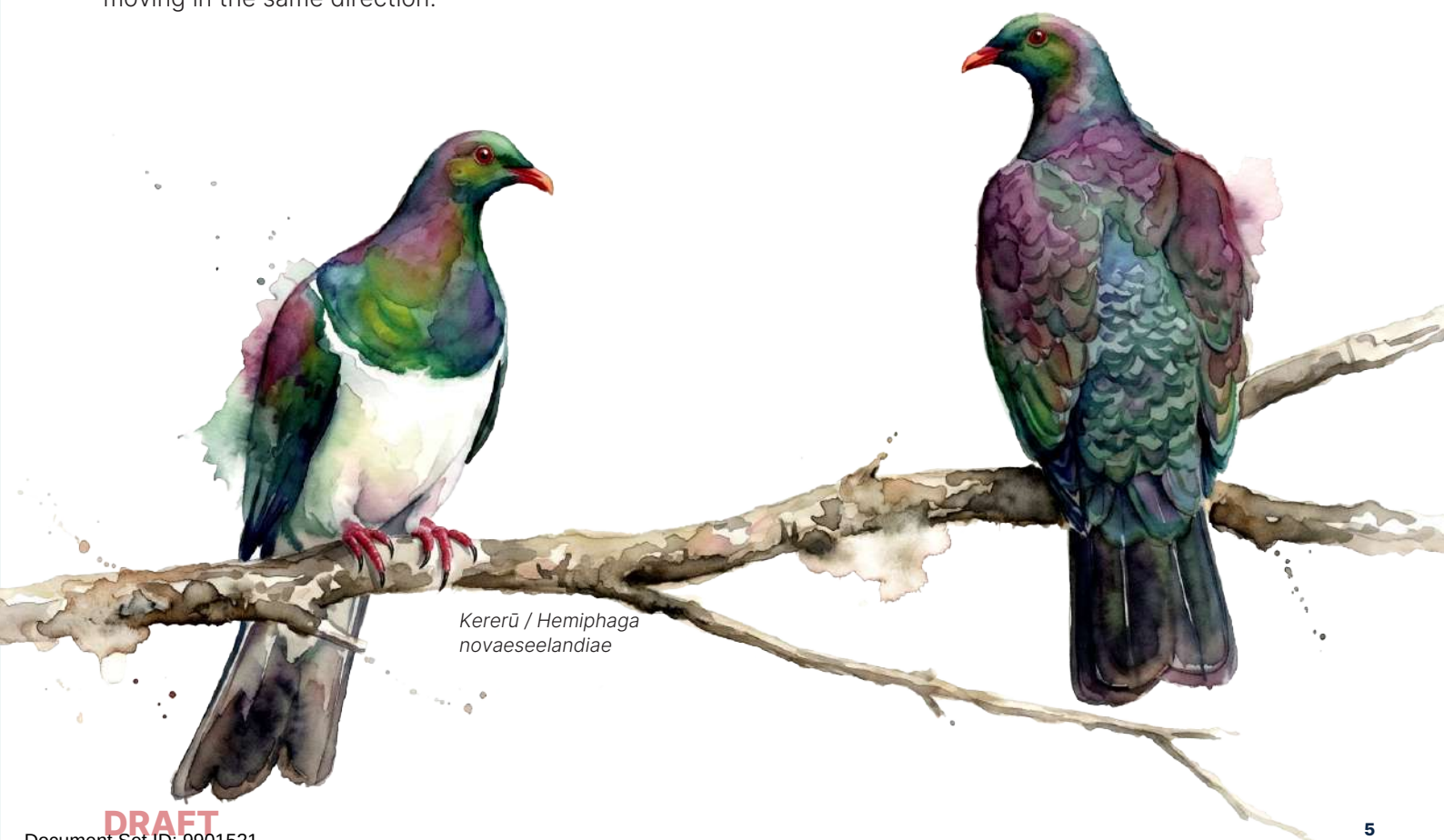
One of the strengths of this plan is that it has been developed together. Puketapu Hapū, New Plymouth District Council, the Community Board and our wider community have all helped shape a shared vision for the future. That collaboration reflects what makes this place unique: people care deeply about where they live and want to leave it better than they found it.

The Community Board sees this spatial plan as our community's **long-term compass**. It won't answer every question or determine every decision, but it will help guide future investment, advocacy and planning so that growth strengthens our community rather than simply adding to it.

As a Community Board, we see our role as listening, advocating and helping connect people with decisions that affect their future. This spatial plan gives us a shared direction and a common purpose.

The publication of this document is not the end of the conversation. It's the beginning.

Together, we have the opportunity to shape a community that remains connected, welcoming and unmistakably Puketapu-Bell Block for generations to come.



*Korerū / Hemiphaga
novaeseelandiae*

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“Ko Puketapu te tūāpapa, ko Whakaae Whenua te ara whakamua”

Puketapu is the foundation, Whakaae Whenua is the pathway forward.

Puketapu Hapū welcomes the opportunity to walk alongside New Plymouth District Council, the Puketapu-Bell Block Community Board, and the wider community to shape the Puketapu-Bell Block Spatial Plan. This work is an opportunity to bring the voice of Puketapu Hapū into future planning, drawing on our whakapapa, mātauranga, tikanga and long connection to this whenua. Our goal is to support a future where both the land and the people thrive, creating a resilient, connected and inclusive community for generations to come.

For Puketapu Hapū, this is more than just a place on a map. It is a living cultural landscape shaped by maunga, awa, wetlands, reefs, pā, kāinga, urupā, ara tawhito, māra, mahinga kai, wāhi tapu and places of memory. From Muru Raupatu Marae at Kaipakopako we look across a rohe that includes Paraiti, Te Hua, Mangati, Waitaha, Puketapu, Mangaoraka, Hawetaone, Taumata, Waipu and the coastal reefs and gardens that supported our people for generations. These places hold the knowledge and stories of our tūpuna and continue to guide our tamariki and mokopuna.

The history of Puketapu-Bell Block is one of resilience. It begins with Rakeiora, whose karakia restored the mauri of the land after hardship, and continues through migration, return, conflict, raupatu, rebuilding and redress. Places such as Te Pou Tūtaki, Waitaha, Taumata and the taonga

Whakaae Whenua remind us that questions of land, consent and authority have long shaped this area. They also carry an enduring message: kei tukua noatia tau wāhi o te whenua — never give up your right or connection to the land.

The spatial plan must therefore do more than manage growth. It must help strengthen the relationship between people and place. This means protecting wāhi tapu and archaeological sites, recognising cultural landscapes, improving the health of streams, wetlands and the coast, supporting safe and connected communities, providing housing and facilities that help people belong, and ensuring infrastructure respect the mauri of the whenua. Strong communities are built when people can remember their past, adapt to change, prepare for the future, and care for one another.

Looking toward 2040 and beyond, Puketapu Hapū sees this plan as a shared commitment to honour Te Tiriti, uphold mana whenua, and shape a future founded on partnership, whakapapa and long-term responsibility. We seek a Puketapu-Bell Block where growth is guided by the stories and values of this place, where the mauri of the land and the people are strengthened together, and where our tamariki and mokopuna inherit a community that is connected, prepared, welcoming and unmistakably Puketapu.

Acknowledgements

The draft Puketapu-Bell Block Spatial Plan is not just a Council plan. It is the result of a highly collaborative process with the Puketapu-Bell Block community, Puketapu-Bell Block Community Board, Puketapu Hapū and New Plymouth District Council alongside Taranaki Regional Council, stakeholders and government agencies. The development of the draft spatial plan has been supported by the expertise of locally based consultants Isthmus, Mitchell Daysh and Zeeland Planning.

This draft spatial plan reflects the collective knowledge, aspirations and commitment of all those involved.

Thanks goes to all those who contributed their time, insights and expertise throughout its development. As the draft spatial plan moves into formal consultation, the community and stakeholders will have a further opportunity to provide feedback, helping to inform and refine the final version of the spatial plan.

Coastal walkway users near Hickford Park



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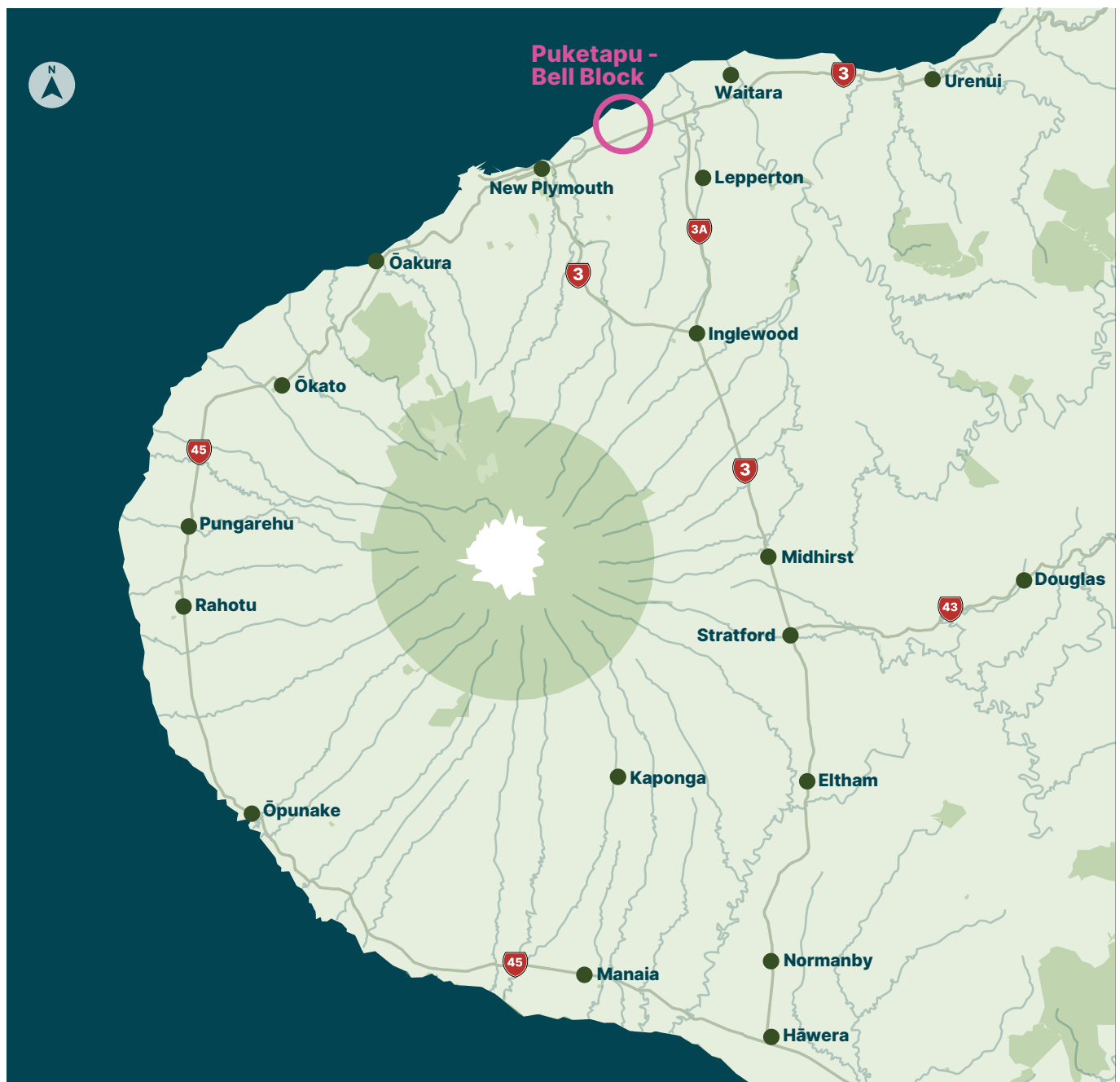
3.0 Introduction | Tīmatanga Kōrero

Context

Puketapu-Bell Block is a growing urban area located 6km north-east of New Plymouth on the west coast of New Zealand's North Island. It is part of the New Plymouth District and is well connected because it is located along SH3, between New Plymouth and Waitara. The New Plymouth Airport is a regional asset within Puketapu-Bell Block, enabling people to easily travel to and from other parts of the country and is a key gateway to the District and broader Region.

Puketapu Hapū have occupied the area for over 1,000 years, sustained by its rich coastal environment, fertile soils, forests and a network of waterways. Some of the main streams are the Mangati, Waihowaka, Waitaha, Waiongana, Mangaoraka and Waipu, which flow from Taranaki Maunga down to the coastline.

Today, the area has a mix of residential neighbourhoods and industrial activity, alongside valued natural places such as Bell Block Beach and the Waipu Lagoons. Recreation opportunities, schools, marae and community facilities support local life. The surrounding rural land provides for lifestyle living, horticulture and agriculture, before gradually transitioning to more open countryside.



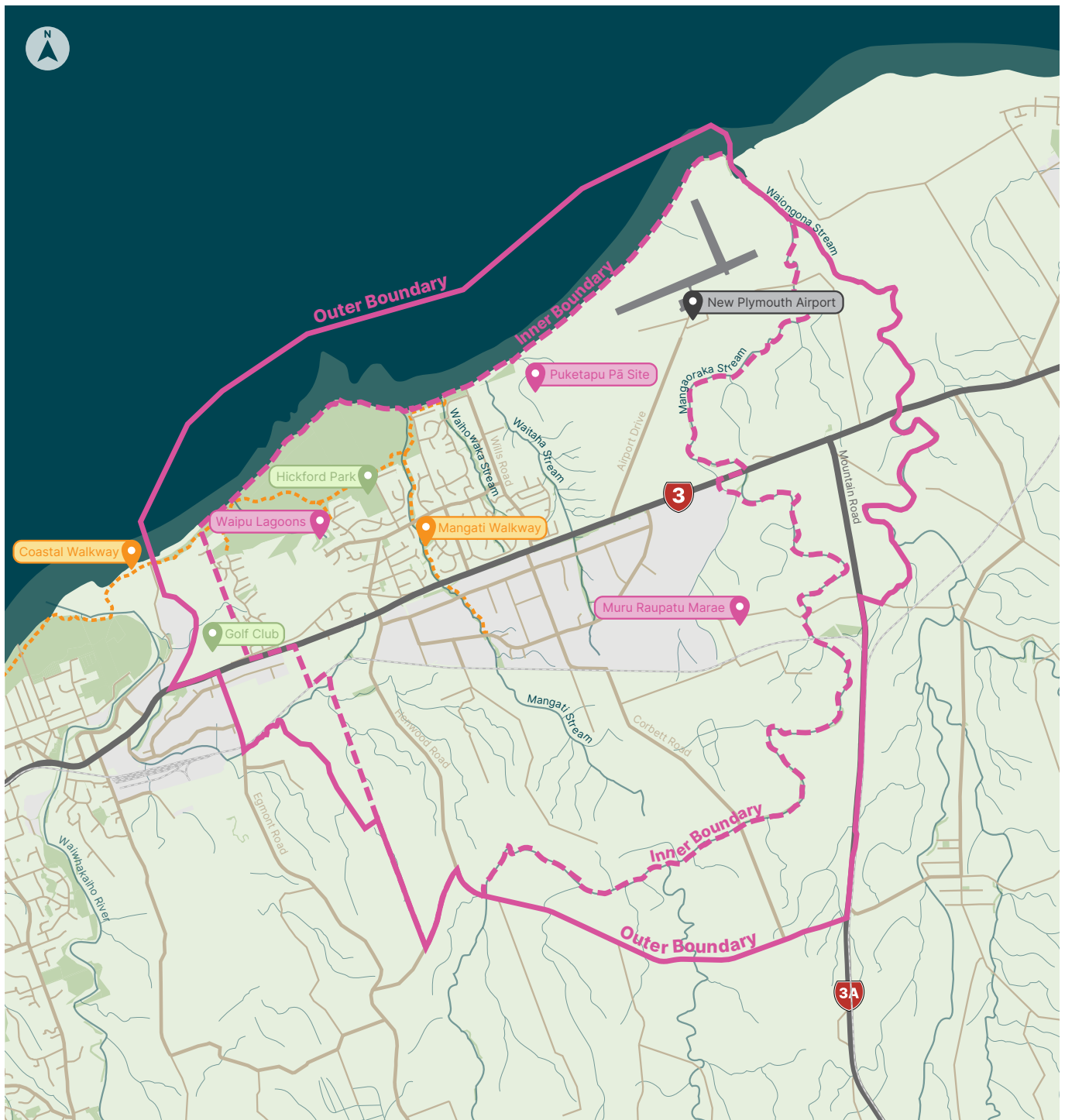
A Spatial Plan for Puketapu-Bell Block

The Puketapu-Bell Block Spatial Plan sets out a shared vision to guide how the natural and built environment will grow and change over the next 30 years. It is a holistic plan, created in collaboration with Puketapu Hapū, Puketapu-Bell Block Community Board, the community and Council.

The spatial plan considers two boundaries:

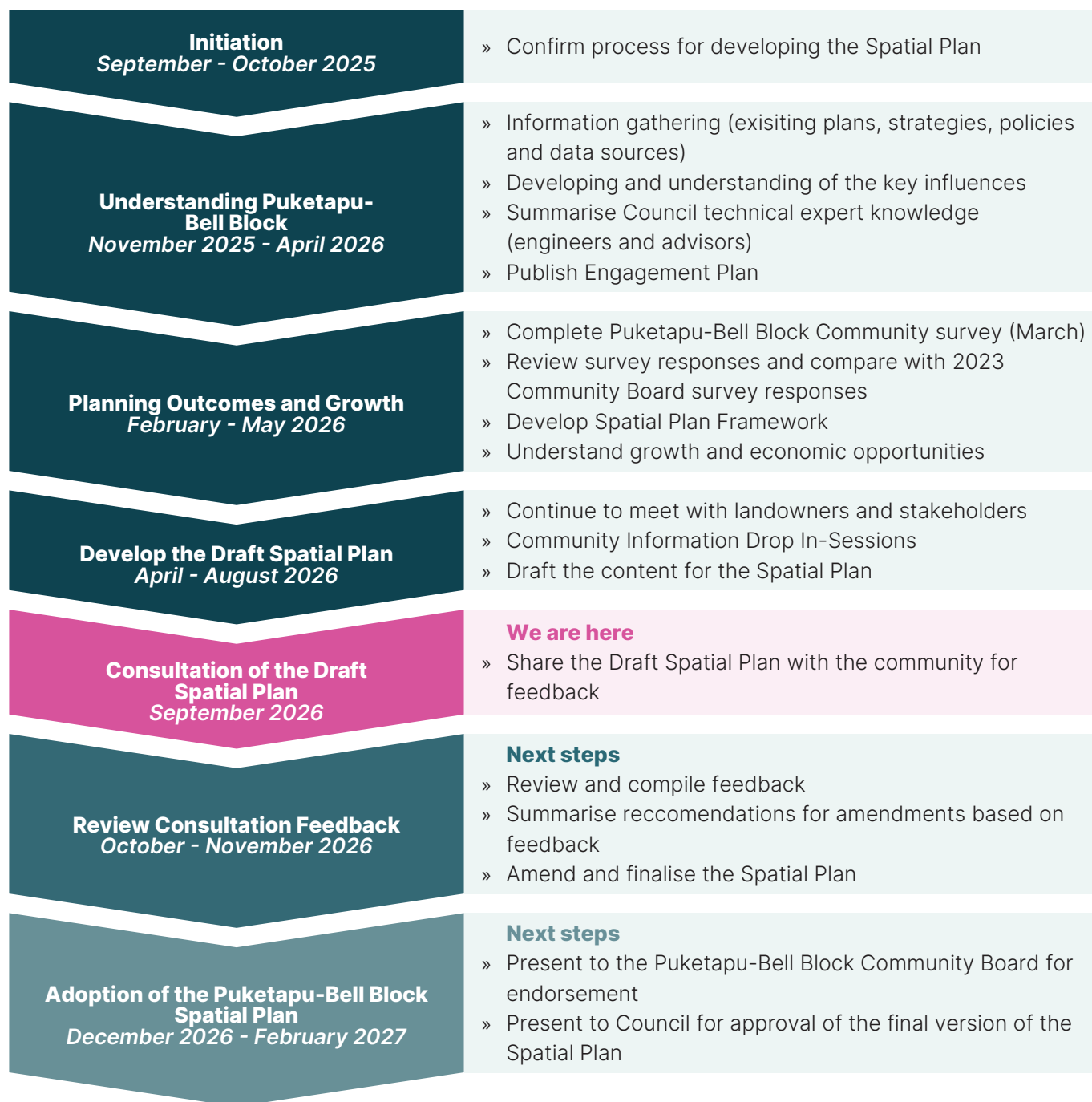
- » The **Inner Boundary** shown below as a pink dashed line is the area of direct influence.
- » The **Outer Boundary** shown below as a pink solid line is the area of indirect influence.

These boundaries are flexible, due to the interconnected nature of the Puketapu-Bell Block township and its surrounding areas.



How this Spatial Plan was Developed

The spatial plan was developed through a series of stages involving community engagement, technical analysis, and an evidence-based approach to future growth and development, as outlined below.



How this Spatial Plan will be Implemented

The spatial plan responds to the opportunities and challenges facing Puketapu-Bell Block, which will help guide future planning, development and investment decisions.

Delivering the outcomes of the spatial plan will require coordinated action over time. Council will work alongside the community, Puketapu Hapū, stakeholders, and other organisations to deliver the actions identified in the spatial plan.

The Implementation Plan outlines the actions needed to achieve the spatial plan's goals and identifies who is responsible for leading them. Detailed information for each section of this document including the Implementation is provided in a separate Technical Report.

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4.0 Vision Framework | Te Anga Moemoeā

The vision framework brings together what was heard from the community, Puketapu Hapū and stakeholders, alongside technical information about the area. It helps guide future decisions so that growth reflects what is important to Puketapu-Bell Block.

Vision

This describes the long-term future that the community wants.

The vision describes a future where Puketapu-Bell Block is a thriving close-knit coastal community that is well linked, where people, nature and industry flourish together. Growth strengthens local identity, protects the area's natural environment and open spaces, and creates opportunities for jobs, business, innovation and tourism, enhancing quality of life for current and future generations.

Values

These are the things that matter most to the community.

Values guide how the vision is achieved and help ensure community priorities are considered in decisions about planning, development and investment.

Goals

These are the main outcomes that the community wants to achieve.

Goals describe what the community wants to achieve over the next 30 years and the actions to deliver them.

Action

This is what is needed in broad terms to achieve the goals and help realise the vision.

Actions identify the practical steps needed to achieve the goals. They can include things like upgrading roads and parks, protecting important places, changing planning rules, working with local organisations, and investing in projects that benefit the community.

Bell Block Beach



Puketapu-Bell Block Spatial Plan

Vision

A connected community in harmony with nature - offering a distinctive lifestyle while supporting a strong and evolving industry presence.

The **values** for Puketapu-Bell Block are:

Value 1	Value 2	Value 3	Value 4	Value 5
Environment First <i>We prioritise protecting, restoring and enhancing te taiao - building a healthy community.</i>	A Great Place to Live <i>We enhance the lifestyle we love whilst supporting the wider region.</i>	Local Pride and Identity <i>We have a genuine sense of belonging and celebrate our Māori culture and close-knit coastal community.</i>	Together in Partnership <i>Community voice and collaboration through Kotahitanga shape what we do.</i>	Ready for the Future <i>We adapt to change and new challenges to support growth.</i>

Building on what makes Puketapu-Bell Block great today, we will:

Goal 1	Goal 2	Goal 3	Goal 4	Goal 5
 <i>Protect the natural environment and open spaces.</i>	 <i>Have connected local centres that flourish.</i>	 <i>Make it easy and safe to get around.</i>	 <i>Support jobs and industry.</i>	 <i>Have a range of housing choices supported by community facilities.</i>
Action Support restoration of waterways, enhance natural areas and recreation spaces, and improve access to nature.	Action Create a series of complementary local centres that are well-located and support community vibrancy.	Action Support safe ease of movement to, from and through Puketapu-Bell Block. Local movements can be made through a variety of ways for all users.	Action Enhance the thriving industrial area that is a regional centre of innovation and employment and supports business growth.	Action Enable diverse housing at all life stages and provide accessible community facilities that support the Puketapu-Bell Block lifestyle.

Implementation Plan

Outlines the actions that fall out of the goals as well as anticipated timing of actions and the organisations likely to be involved in progressing them.

The Puketapu-Bell Block Spatial Plan will have an interim review every three years with a full review every six years.

*View of Taranaki Maunga
from the coastal walkway*



5.0 Purpose of the Spatial Plan | Te Kaupapa o te Māhere Pūwāhi

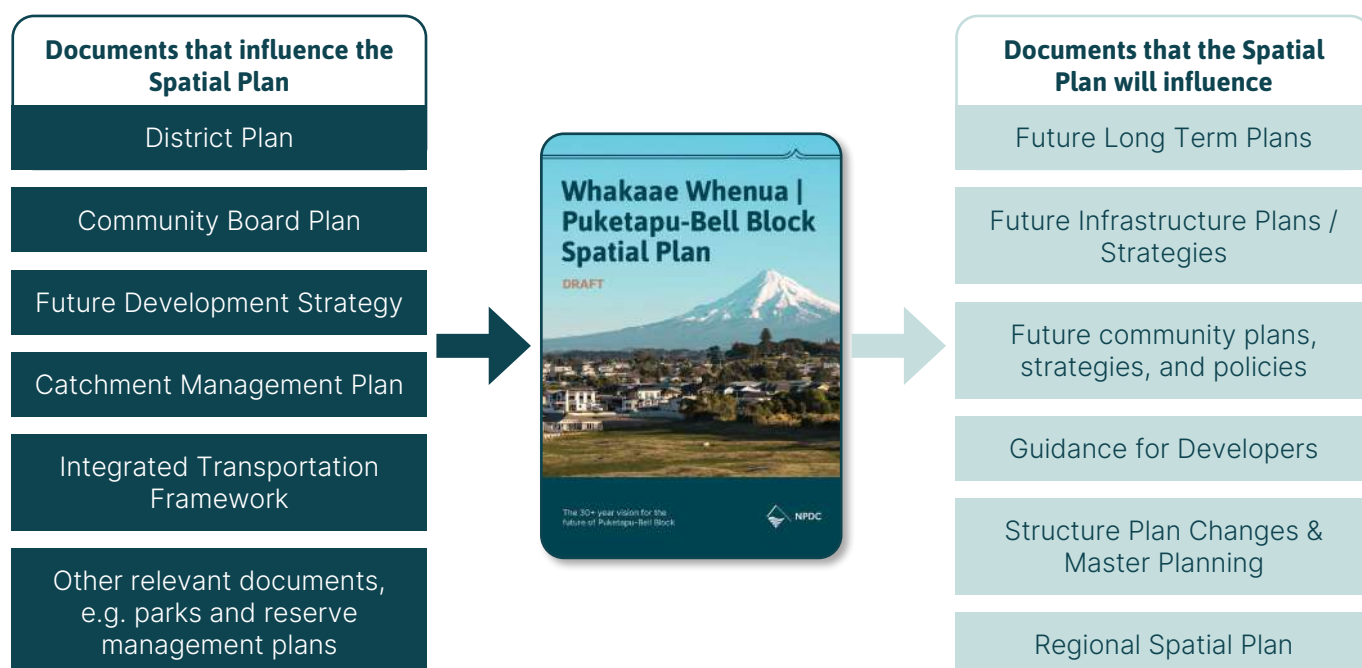
About this Spatial Plan

The spatial plan describes the future the community wants, and the actions needed to help make it happen over the next 30 years.

It provides a long-term approach to growth and change by bringing together land use, housing, infrastructure, transport, the natural environment and community priorities. This helps avoid piecemeal development and supports coordinated outcomes.

This spatial plan is a non-statutory document. It does not change zoning, create new rules or commit Council to funding specific projects. Instead, it helps guide future decisions about growth, development and investment.

Relationship with Other Legislation, Plans and Strategies



The Puketapu-Bell Block Spatial Plan informs other Council plans, providing long-term, strategic direction to help align them. It brings together information from existing plans, strategies, projects, technical analysis and community input to identify a long-term direction for Puketapu-Bell Block.

By identifying what matters most to the community, the spatial plan helps to ensure growth is planned in the right locations and supported by the infrastructure and services needed for the community to thrive.

In addition to informing Council strategies, plans and policies, a spatial plan can identify alternative delivery mechanisms and the organisations best placed to deliver projects.

The Government is reforming New Zealand's planning and environmental management system, which is currently centred on the Resource Management Act 1991. While these reforms may change how spatial planning is undertaken in the future, the Puketapu-Bell Block Spatial Plan remains an important piece of work. It provides a strong evidence base, a shared long-term vision, and a clear understanding of growth opportunities, infrastructure needs and land use challenges across the area.

The Regional Spatial Plan is expected to incorporate the analysis and engagement undertaken through this process at a strategic level. As planning reforms are implemented, the Puketapu-Bell Block Spatial Plan will continue to provide a foundation for future planning and is expected to be further refined through a future Land Use Plan, alongside the application of standardised zoning and planning provisions.

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How we Engaged

Community input played an important role in developing the spatial plan. Feedback was gathered through a 25-member Citizens Panel, community surveys, online engagement and drop-in sessions. These activities helped identify what people value about Puketapu-Bell Block, the opportunities and challenges facing the area, and aspirations for its future.

Additional engagement was undertaken with Puketapu Hapū, businesses, landowners, young people, infrastructure providers, emergency services and other organisations. Their input helped identify cultural values, growth opportunities, infrastructure and transport needs, economic development opportunities, and priorities for future investment.

Community and stakeholder feedback was combined with technical analysis covering land use, transport, infrastructure, natural hazards, environmental systems and economic development to help inform the spatial plan.

For further details about how Council carried out engagement, please see the engagement plan attached to the Technical Report.



Community Board Workshop - 20 November

Pre-engagement September 2025 - May 2026

- » Council Briefing: Introduction to Spatial Planning
- » Community survey - 261 responses
- » One on one landowner and stakeholder conversations
- » Regular reporting to Ngamotu District Growth Advisory Panel
- » x2 Workshops with Council technical experts
- » Regular updates and input opportunities with Puketapu Hapū and the Puketapu-Bell Block Community Board
- » Citizens Panel Workshops - x3 sessions with 25 people connected to or living in Puketapu-Bell Block
- » Ratepayers Alliance Workshop
- » x3 Community drop-in sessions - 110 interactions
- » Targeted youth engagement - 28 interactions

Formal Consultation of the Draft Spatial Plan September 2026

We are here

- » x3 Community drop-in sessions
- » x1 Online information session
- » Formal submissions/survey

Finalise and Adopt the Spatial Plan December 2026 - February 2027

Next steps

- » Puketapu-Bell Block Community Board for endorsement
- » Council to approve and adopt the final version of the Spatial Plan



Workshop #1 with Puketapu-Bell Block Community Board - 20 November 2025



Workshop #2 with Citizens Panel - 19 March 2026

What we heard

Feels like a community

Residential vs industrial needs to be more connected

Proximity to Waiwhakaiho, airport and getting out of town

Exiting and entering BBK is an issue

Love the community - It has an active community spirit

Love the walkway. It's a nice way to get to town by bike

Bigger library with meeting room spaces. A series of shops to support housing.

Improve cost of public transport to get kids to high school

Keep green space balance in developments

The library because we do homework and are safe (age 10)

Safe to walk around - especially daylight savings

Variety of opportunities for youth indoor and outdoor (age 12)

What people love

What could be improved

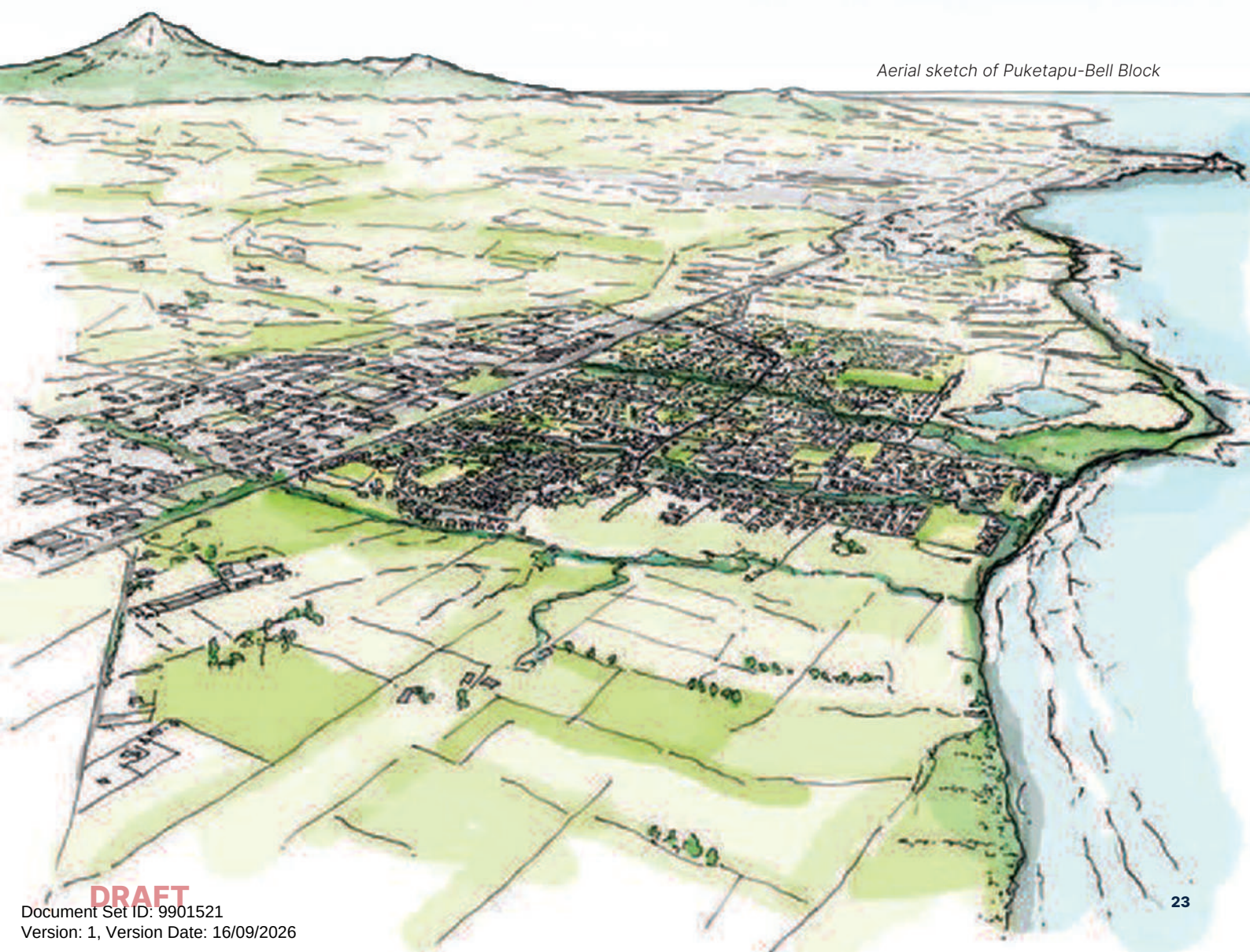
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6.0 Puketapu-Bell Block's Story | Ngā Pūkōrero ō Puketapu

Evolution of Puketapu-Bell Block

Puketapu-Bell Block's coastal setting, views of Taranaki Maunga, and the network of streams and waterways are important parts of its character. The gently sloping landscape influences how water moves through the area, where development can occur, and the connection between the coast, rural land and surrounding communities. Together, these features help define the area's identity and contribute to the qualities that make it a desirable place to live, work and visit.

Aerial sketch of Puketapu-Bell Block



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Early History and Settlement

The early history of the Puketapu-Bell Block area is grounded in Pacific navigation, whakapapa and intergenerational knowledge. Ancestral kōrero record voyages into the southern oceans as early as 650, reflecting the knowledge and exploration that preceded settlement in Aotearoa. By 700, stories of ancestors such as Kaitangata, Hema, Tāwhaki, Karihi, Wahieroa and Rata were being passed down through the generations, helping to maintain whakapapa and connections between people, the natural world and the spiritual realm.

By 1150, ancestors including Toi Te Huatahi, Tamarau, Rongoueroa and Awanuiārangi are linked to early settlement in Aotearoa. From 1200 onwards, major waka voyages, such as Tokomaru, established enduring connections between people and the Taranaki coast, including the area now known as Puketapu-Bell Block.

By the 15th century, relationships to land and identity were firmly established. Around 1425, Tahurangi named the maunga “Taranaki” after his father-in-law, Rua Taranaki, recognising its ancestral significance. This period also included significant events that shaped relationships between iwi, including the Kurukurumahe battle at Karaka Tonga, an important settlement area in present-day Puketapu-Bell Block.

Between the 1400s and 1700s, volcanic activity and conflict affected communities in the region. Following the destruction of Karaka Tonga by an eruption around 1450, the tohunga Rakeiora performed a karakia seeking support for the survival of the people. The hill from which the karakia was recited became known as Puketapu (“sacred hill”), becoming a lasting symbol of resilience, cultural knowledge and the enduring connection between people and place.



Image of Rakeiora chanting a karakia from Puketapu Hill

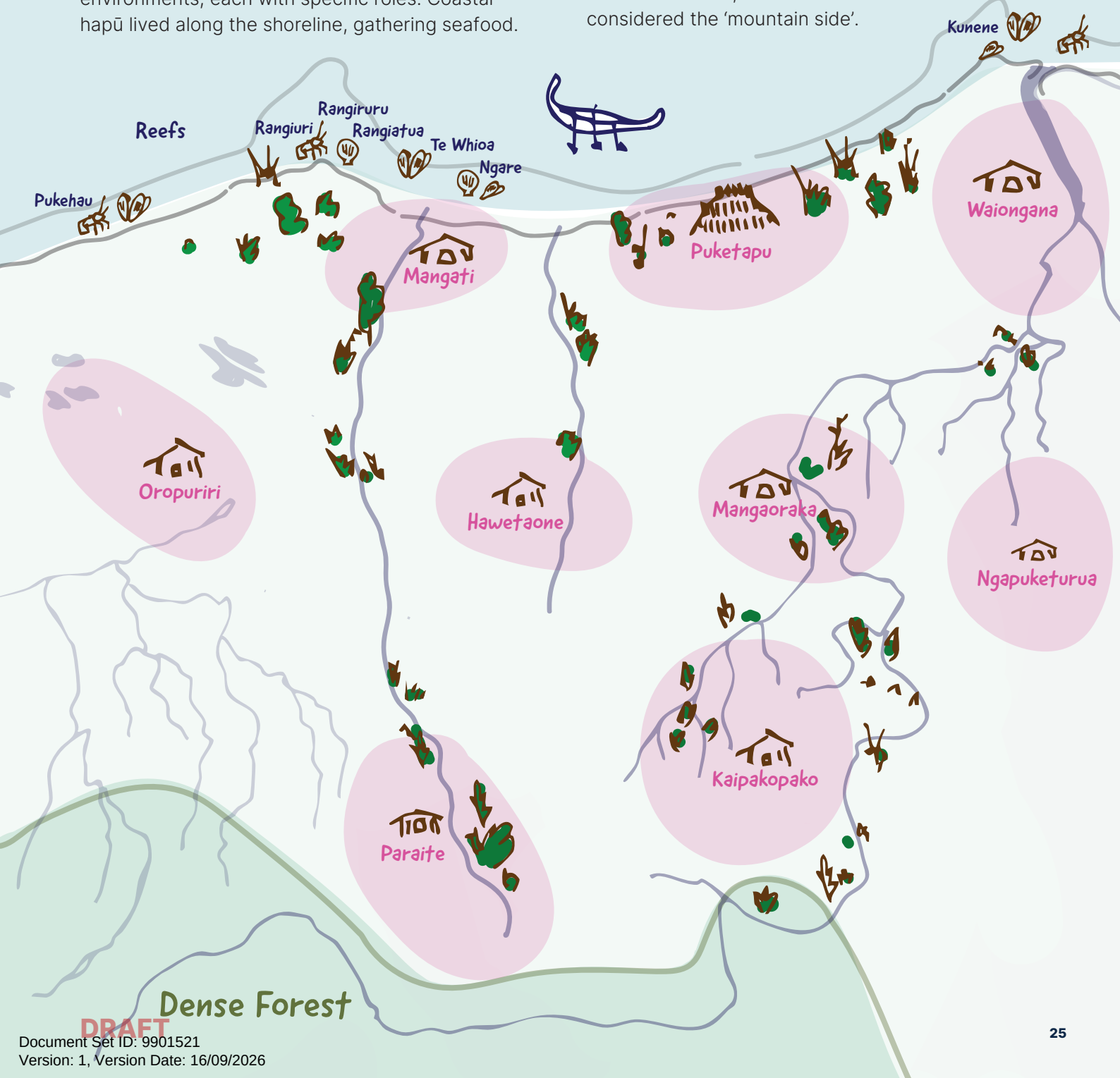
Puketapu Hapū Maunga to Moana Worldview

To Māori, the landscape is an interconnected system, where the health and wellbeing of land, water and people were inseparable. Different environments, from the coast to the inland valleys and mountain slopes, each played a distinct role in supporting hapū communities and sustaining cultural, social and economic life. The well-being of people area closely linked to the wellbeing of the natural environment, with each part of the landscape playing a role in sustaining the whole.

Different hapū were located across distinct environments, each with specific roles. Coastal hapū lived along the shoreline, gathering seafood.

Gardening hapū occupied land between the coast and what is now the railway corridor, cultivating crops such as kumara. Forest hapū were based further inland in what are now farming areas, harvesting birds from the bush. Mountain hapū lived near the base of Taranaki Maunga, accessing the purest water sources.

Today, SH3 currently forms a strong east west spine through the landscape. From a Puketapu Hapū perspective, it also marks a meaningful dividing line within an otherwise connected landscape. The area north of SH3 is regarded as the 'coastal side', while the area to the south is considered the 'mountain side'.



European Arrival

From 1770, European arrival introduced a new phase of change in Taranaki. During this time, James Cook renamed the mountain Mount Egmont, marking the beginning of recorded European presence in the region. From the late 1700s, sealers, whalers and traders began visiting the coast. These visits created early contact and exchange with Māori. They brought new materials, technologies and ideas, which began to influence trade and relationships, leading to bigger changes in the early 1800s.

Conflict and Changing Land Ownership

In the early 1800s, intertribal conflicts in the Puketapu-Bell Block area formed part of the period known as the Musket Wars. These were driven by competition for land and resources, intensified by the introduction of firearms which led to displacement of Puketapu Hapū and changes in settlement.

From the 1840s, European settlement placed increasing pressure on land. In 1848, Francis Dillon Bell, an officer of the New Zealand Company, facilitated land purchases that were strongly contested within Puketapu Hapū. The area was later named Bell Block, after Francis Dillion Bell.

Disputes with the Crown and settlers over contested land sales, alongside inter-hapū conflict, contributed to the First Taranaki War (1860), reshaping land ownership and settlement patterns across the area. This period saw the establishment of defensive sites such as the Bell Block stockade and boundary markers like the Pou Tutaki, known as the Fitzroy pole today.



Bell Block stockade – John Skinner (1860) Puke Ariki A65.902



*(Left) William Strutts Watercolour of Te Pou Tutaki - 1856
(Right) The Fitzroy Pole (Te Pou Tutaki) – 2017. Puke Ariki A66.288.*

Subsequent conflict led to land confiscation or raupatu across Taranaki lands. For Puketapu Hapū, this history is reflected in places such as Muru Raupatu Marae. Its name recalls the experience of land loss following the conflicts which had enduring impacts on hapū. Today the marae stands as a place of identity, connection, continuity and resilience grounding present and future generations in this history.



Image of Muru Raupatu Marae (date unknown)

Rural Community and Dairy Hub

Following the 1848 Puketapu-Bell Block purchase, agriculture and dairying became central to the area's economy, structured by a network of roads that still define movement today.

The Bell Block Co-operative Dairy Factory became a key local and regional hub, supporting Taranaki's dairy industry and contributing to New Zealand's export economy. Its importance was recognised internationally through Queen Elizabeth II's visit in 1954.



Bell Block Co-operative Dairy Factory (1940s-50s) – held by Auckland Libraries

Transport and Industrial Growth

The Bell Block Aerodrome (established in 1933) introduced a new transport role and was used as a Royal New Zealand Air Force base during World War II, supporting aircraft operations, training and maintenance. The Bell Block Aerodrome was developed on land owned by the Connett family, tracing its history to the 1848 Bell Block purchase negotiated by Francis Dillon Bell with members of Puketapu Hapū. Not all members of Puketapu Hapū supported the sale, which remains an important part of the area's history.

After the airport was relocated in the 1960s, the former site was redeveloped into an industrial area, marking a major shift in land use. The oil and gas industry supported the expansion of the local economy into manufacturing, engineering, logistics and energy-related services, underpinned by strong transport connections. This included firms such as the pipe coating factory, Bell Block Engineering Ltd and McKechnie's Aluminium.



Engineering Group 1964-1969, 'Kenneth Taylor Studios Collection, Puke Ariki and District Libraries' WD.020570



Bell Block Pipe coating plant, 1970s 'Swainson/Woods Collection, Puke Ariki and District Libraries' WD.065935



NEW PLYMOUTH AERO CLUB'S FLYING FIELD AND HANGAR, AT BELL BLOCK.

Staff Photographs.

*New Plymouth Aero club's flying field and Hangar, Bell Block
Source: Taranaki Herald and Budget – Christmas Supplement, 7 December 1929*

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The Legacy of Growth

Following the relocation of the airport to its present site in the 1960s, Puketapu-Bell Block experienced a period of significant growth and change. New infrastructure, industry and housing brought jobs investment and opportunities, building on the area's long-standing agricultural heritage. At the same time, this growth reshaped the cultural landscape and relationships between people and place.

In 1964, Māori freehold land within the Puketapu blocks was acquired under the Public Works Act (1928) for the development of Te Hono New Plymouth Airport. The airport became an important regional gateway supporting transport connections, employment, tourism and economic development. It also resulted in the loss of ancestral whenua and further disrupted connections between settlements, customary pathways, food gathering areas and coastal resources. Similar impacts followed the compulsory acquisition of Mangati E Māori Reserve in 1968 for wastewater infrastructure to support a growing community, an issue that continues to influence discussions about whenua stewardship, restoration and opportunities for land return.

Growth continued through the 1970s and 1980s as industry expanded and new families moved to the area, enhancing Puketapu-Bell Block's strong blue-collar identity. Increasing demand for housing, schools, parks and local services saw Puketapu-Bell Block evolve from a small community served by a single primary school into a larger and more diverse urban community. As development spread on both sides of SH3, the highway increasingly became a dividing line through the community, creating transport, safety and connectivity challenges that remain today. See aerial imagery on the following page showing urban growth in Puketapu-Bell Block.

The significance of Puketapu-Bell Block's cultural landscape became particularly evident during development of the bypass. Archaeological investigations identified at Te Oropuriri Pā between 2002 and 2005 uncovered more than 40,000 artefacts and thousands of archaeological features, revealing the scale and significance of a historic Puketapu settlement landscape. While valuable knowledge was recorded and preserved, parts of this cultural landscape were permanently altered.



Archaeological investigations at Oropuriri Pā prior to construction State Highway 3 bypass (2002-2005)



Puketapu-Bell Block 1950 - Farming and agricultural area with established network of roads Source: NPDC historical aerial imagery archive



Puketapu-Bell Block 1983 – Significant expansion of residential development Source: NPDC historical aerial imagery archive



Puketapu-Bell Block 2022 – Mature Urban Area with Extensive Residential and Industrial Development Source: Taranaki 0.1m Urban Aerial Photos (2022), Taranaki Regional Council

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Today

Over time, Puketapu-Bell Block has evolved from a landscape shaped by Māori settlement, food gathering, and cultivation into one of New Plymouth District's key residential, industrial and employment centres. Today, it is home to around 8,000 residents, New Plymouth's largest industrial area with 3,700 jobs, Taranaki's regional airport, and a network of neighbourhoods, schools, parks and community facilities.

The industrial area south of SH3 is a major employment hub, supporting industries such as manufacturing, engineering, logistics, energy and services. The surrounding rural areas continue to

support lifestyle living, agriculture and horticulture helping retain the area's productive landscape and open space character.

While much has changed, the area's defining characteristics remain. Its coastal setting, productive land, open spaces, waterways and connection to Taranaki Maunga continue to shape how people experience and value the area.

Looking ahead, growth presents opportunities to build on these strengths while protecting the natural, cultural and community values that support the areas.



Puketapu-Bell Block in 2026

This section provides an overview of the key statistics for the spatial extent of the Puketapu-Bell Block area. Data has been sourced from the 2023 Census, Regional Economic Profile 2025 and Real Estate NZ 2025.

Employment



21% of the district's employment is led by manufacturing and construction while **22%** of Puketapu-Bell Block residents work within the wider Puketapu-Bell Block and 'The Valley' catchment area.



Employment in Puketapu-Bell Block is concentrated in real estate (**17%**), construction (**14%**), and manufacturing (**10%**), with a mix of mid-sized industries (**6-8%**) and smaller sectors each contributing **4%** or less.



Median Household Income is **\$93,700** in Puketapu-Bell Block compared to **\$86,400** in the New Plymouth District.

Education



Over the last **10 years** to 2023, Puketapu Primary School doubled from **200** to **400** students, while Bell Block Primary School grew by **100** students. Since then, enrolments have declined, reflecting lower birth rates nationally.



Puketapu-Bell Block has the following education options based in the area:

- » **2** Primary Schools (zoned)
- » **3** Early Childhood Education organisations and **3** Kindergartens
- » **1** Māori-language immersion early childhood education facility
- » **2** Tertiary Specialised Education Facilities
- » **0** secondary schooling options in Puketapu-Bell Block. Students are required to travel to their respective schooling options.

Population



10% of New Plymouth District's total population - 8,865.



The average age is **41** years old.



80% of Puketapu-Bell Block residents identify as European, **18%** as Māori, **11%** as Asian. Total per cent may exceed 100 as people can identify with multiple ethnicities.



The area has experienced growth of **927** residents since 2018 with growth expected to continue.

Housing



78% of households own rather than rent.



The median weekly rent is **\$630** for the last 12 months from May 2026.



Median house price is **\$703,500** (last 12 months May 2026).



In 30 years, approximately **1,400** more houses are expected to be required.



63 Kāinga Ora social housing homes.

Transport



Serviced by a low frequency commuter bus service connecting Waitara, Puketapu-Bell Block and New Plymouth.

Weekdays:

Two-hourly services until 6pm
Additional express service during peak times (9.30am till 5pm).

Saturday:

Three services only.

Sunday:

No scheduled services.

Puketapu-Bell Block Identity

A place's identity is what makes it special and helps people feel connected to it. To better understand this, residents were asked what makes Puketapu-Bell Block special and how they would like it to evolve in the future.

Puketapu-Bell Block is valued as a coastal community with a great lifestyle, close-knit community spirit, and deep connections to its natural environment, culture and heritage. More than half of survey respondents (56%) see Puketapu-Bell Block as its own town rather than a suburb of New Plymouth. However, many feel it does not yet provide the range of services expected of a town. Residents would like greater self-sufficiency through improved access to local shopping, education, healthcare, recreation and community facilities. Residents also expressed a desire to better understand, celebrate and strengthen the area's identity and heritage through public art, pou, design, storytelling and other features that reflect local history and culture.

Looking ahead, people want Puketapu-Bell Block to be a better version of what it is today - a well-connected, coastal town with a strong identity and a good balance between growth and the natural environment. This includes better transport, improved infrastructure, more local services, accessible community facilities and well-integrated green spaces. Puketapu Hapū also aspire to growth and development that supports cultural, environmental and intergenerational wellbeing.

What people love

20% Sense of **Community & Belonging**

17% Shops, Services & **Convenience**

16% Beaches, Walkways & **Natural Environment**

14% **Local** Library

13% **Recreation, Parks & Sport**

6% **Small-Town** Character

6% **Family-Friendly** Living

4% **Transport, Connectivity, Employment & Economy**

4% **Safety & Accessibility**

Community drop-in session June/July 2026

View of Bell Block Beach



What We Heard About Puketapu-Bell Block's Identity

Community survey responses 2026

Special friendly sea-side village, safe place

We enjoy the walkways around Bell Block and along the coast

Bell Block has a sense of community about it...

"Culturally significant area"

Bell Block as a town is such a gem that needs to be protected, with the loveliest community culture

Very tight knit community where everyone respects one another

We have everything needed to make a comfortable village to reside in - library, swimming pool, cafes, shops

7.0 Key Influences | Ngā Aweawe Matua

The future of Puketapu-Bell Block should be informed by an understanding of historical, environmental, cultural and development influences. They have shaped the area and will continue to guide its growth and development. These influences help explain the opportunities and challenges facing the community and provide important context for the goals and actions in this spatial plan.

Key Cultural Land Interests and Development Considerations

Future growth and development in Puketapu-Bell Block will occur within a landscape shaped by extensive cultural and historic values. This includes Māori land sites, sites and areas of significance to Māori, ancestral connections to land and water, coastal environments and the enduring relationship of Puketapu Hapū and Te Ātiawa Iwi with this area.

Puketapu Hapū support appropriate and well-considered development, noting that several pieces of legislation and settlement agreements influence how these values are recognised and considered, including:

- » **Te Ture Whenua Māori Act 1993** - promotes the retention and use of Māori land for the benefit of its owners, whānau and hapū.
- » **Resource Management Act 1991** - requires the relationship of Māori with their ancestral lands, water, sites, wāhi tapu and other taonga to be recognised and provided for.
- » **Marine and Coastal Area (Takutai Moana) Act 2011** - recognises customary interests and relationships with the coastal environment.
- » **Te Ātiawa Claims Settlement Act 2016** - provides cultural and commercial redress, including the return of land and recognition of Te Ātiawa's cultural relationship with significant places.

The return of ancestral lands through Treaty settlement processes has created opportunities for Puketapu Hapū and Te Ātiawa to pursue aspirations for housing, cultural development, environmental restoration, education, community wellbeing and a stronger presence in their rohe. This includes a significant landholding of over 110 hectares at 228 De Havilland Drive owned by Te

Ātiawa Iwi Holdings Limited Partnership.

Refer to Appendix A for a map showing key cultural land interests and development considerations.

Natural Hazards

Like many coastal communities, Puketapu-Bell Block faces a range of natural hazards. These include coastal erosion, sea level rise, coastal flooding, and flooding caused by heavy rainfall and waterways overflowing.

Some parts of the area are also more difficult to build on because of ground conditions, including peat soils. Fire has also affected areas such as Hickford Park in the past.

Understanding these risks helps ensure future homes, roads, parks and community facilities are located and designed with the local environment in mind.

Growth and Land Availability

A significant share of the district's industrial zoned land within the district and region is located to the south of SH3. This area supports efficient infrastructure and transport connections while helping to manage the adverse effects that industrial activities can generate such as noise, traffic and visual impacts.

This industrial land plays an important role in accommodating business growth and reinforcing Puketapu-Bell Block's position as a key employment and economic hub for the district



Riroro / Gerygone igata

and the wider region. At the same time, the urban area is surrounded by highly productive land that supports agriculture and horticulture.

National planning direction requires councils to ensure there is enough land available for housing and business growth while also protecting highly productive land for future food and fibre production. Balancing these competing needs will be an important consideration as Puketapu-Bell Block continues to grow.

Refer to Appendix C for a map showing industrial land and Appendix D for a map showing highly productive land.

Traffic Congestion

Council's Integrated Transport Framework identifies that, as the district grows, traffic volumes and congestion are expected to increase, particularly along key corridors such as SH3. In high-growth areas like Puketapu-Bell Block, this is compounded by a high reliance on private vehicles and increasing pressure on the existing transport network.

Traffic congestion was one of the most common issues raised through community engagement, with many people identifying the SH3/Henwood Road interchange as a particular area of concern. Transport modelling underpinning the Integrated Transport Framework indicates that, without significant intervention, levels of service will decline, and congestion will continue to increase across the network over time.

Collaboration with NZ Transport Agency Waka Kotahi will be required to investigate and

implement any changes to the state highway network. The feasibility and timing of such changes will need to be considered alongside central government priorities, funding availability, and competing investment demands from higher-growth areas across New Zealand.

Refer to Appendix E for a map showing traffic congestion levels without significant intervention.

Education

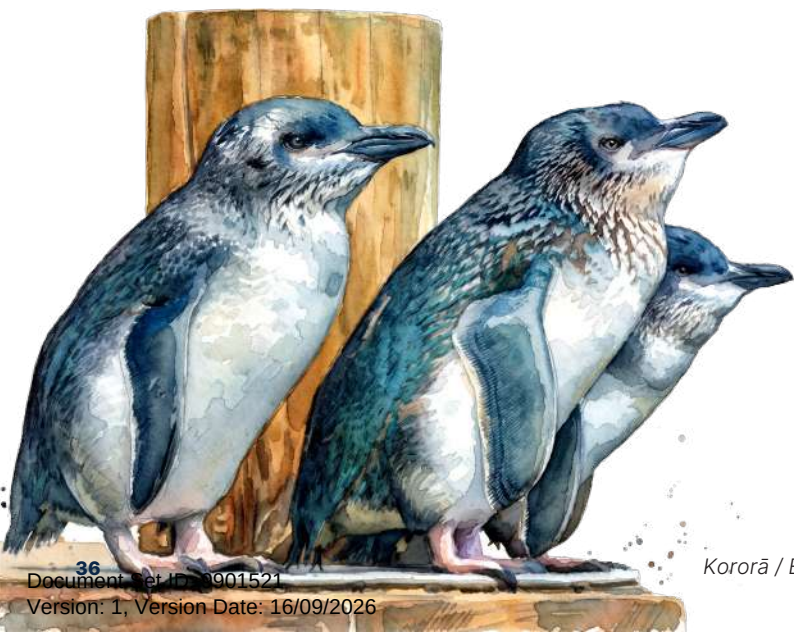
Puketapu-Bell Block currently has two primary schools, both of which are full primary schools catering for Years 1 - 8. This differs from contributing primary schools, which only cater for Years 1 - 6 and require students to transition to another school for Year 7 and beyond.

At present, the primary schools in Puketapu-Bell Block have enrolment schemes and are not full of in-zone students. Most of Puketapu-Bell Block is within the Waitara High School enrolment zone boundary which guarantees students the right to enrol at Waitara High School. The State schools in New Plymouth City do not have enrolment schemes which guarantees Puketapu-Bell Block students the right to enrol. There is capacity in the New Plymouth City Secondary network.

While Puketapu-Bell Block is expected to grow, it is not at a level that would justify investment in new or expanded primary schools or a new secondary school. Statistics New Zealand and Ministry of Education data indicates there will be an overall decline in the numbers of primary school-aged children across the wider New Plymouth District.

Therefore, existing schools within Puketapu-Bell Block and the wider network have the capacity to meet existing and future demand. Ministry of Education will continue to monitor school roll trends, demographic data, and population projections.

Puketapu Hapū have identified aspirations for Kaupapa Māori education facilities, including kōhanga reo and kura kaupapa Māori (Years 0-13). These aspirations reflect a desire to strengthen cultural identity and Māori-medium education opportunities, rather than address a shortage of school capacity.



Kororā / Eudyptula minor

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Future Growth and Key Infrastructure Projects

Growth creates opportunities for new homes, jobs and community facilities, but it also increases demand for infrastructure such as roads, parks and water services. Infrastructure can be funded through development contributions, government funding, partnerships, grants and private investment. The location and type of growth affect both infrastructure costs and housing affordability, with new growth areas typically requiring more investment than existing urban areas. Careful planning can help ensure growth occurs where infrastructure can be provided efficiently and affordably.

Land has already been identified for future urban purposes in the District Plan to the west near Oropuriri Road and Henwood Road and to the east on either side of Airport Drive. Commercial land provision has also been increased at Bell Block Court, Parklands Shopping Centre and on the corner of SH3 and the Airport Drive road realignment.

Extensive masterplanning has been undertaken for the Puketapu Structure Plan Development Area between Wills Road and Airport Drive to support coordinated growth, integrate cultural values and aspirations, and guide infrastructure, environmental, and open space planning. The approach also seeks to build resilience to climate change and manage flood and stormwater risks.

A range of infrastructure improvements and projects are planned or underway to support both existing communities and future growth in Puketapu-Bell Block. These include a roundabout at SH3/Airport Drive/De Havilland Drive (including realignment of Airport Drive), and a roundabout at Airport Drive/Parklands Avenue extension. Delivery of these projects will be subject to further planning, funding and approvals through Council and partner processes.

Refer to Map 5 - Key Growth Actions in Section 8 (Goals and Actions) for a map showing future growth areas and key infrastructure projects.

Picnic table at Bell Block Beach



8.0 Challenges & Opportunities | Ngā Wero me ngā Kōwhiringa

The challenges and opportunities for Puketapu-Bell Block bring together matters raised through technical work, community input and engagement with Puketapu Hapū. The challenges highlight some current pressures, while the opportunities identify how Puketapu-Bell Block can grow and develop in the future. The challenges and opportunities are interrelated, with opportunities often addressing multiple challenges and vice versa. More detailed analysis and supporting information is provided in the Technical Report.

Environment and Open Spaces	Challenges	Opportunities
	Sensitive natural and cultural environments Important cultural, historic and ecological areas, including the Waipu Lagoons, face pressures from coastal erosion and stream degradation and surrounding land use.	Strengthen connections to water and land Celebrate Puketapu-Bell Block's natural, cultural and ecological values. Restore streams and rivers to improve access, amenity and environmental connections. Recognise Puketapu Hapū's connection to Mangati E Reserve and partner to progress a pathway to return.
	Open space not keeping pace with growth Parks, waterway reserves and Bell Block Beach are highly valued, but some parks, playgrounds and sports spaces are too small, underused and unevenly spread, reducing their ability to meet growing and diverse recreation needs.	Enhance and diversify open spaces Enhance and upgrade open spaces including playgrounds. New play spaces in newer developments will also support families and increase social wellbeing.
	Disconnected movement and access Gaps in walkway and cycleway networks, limited waterway and beach access points, and coastal pinch points reduce accessibility and weaken connections between neighbourhoods and natural assets.	Improve connectivity and access to nature Strengthen links between walkways, waterways, parks and the coastline, with safer walking and cycling routes and better beach access. Enhance Bell Block Beach through upgraded recreational facilities.
	Pressure on active recreation facilities Demand for sports fields and courts, dog parks, playgrounds and cycling facilities exceeds current provision, with concerns about quality, capacity and balance between sports codes.	Unlock Hickford Park's potential Review Hickford Park's management and user needs to maximise community benefit. It could be a cohesive, multi-use recreation space with upgraded facilities accommodating shared use across sports, play and informal recreation.
	Under expressed local identity There is limited visibility of Puketapu-Bell Block's history, cultural narratives and sense of place within public open spaces.	Reinforce sense of place and identity Introduce higher quality seating, shelter, cultural signage, interpretation and public art to better reflect Puketapu-Bell Block's history and character and improve everyday comfort and usability of parks and open spaces.
	Coastal resilience and access concerns Puketapu-Bell Block's coastline is affected by erosion, placing the Coastal Walkway, beach access, roads, property and protection structures at risk. Managing these competing interests will require a coordinated response as coastal and climate hazards intensify.	Ensure coastal resilience and access Manage the Puketapu-Bell Block coastline as coastal and climate risks increase, maintaining recreation, access and connectivity through locally tailored responses.

		Challenges	Opportunities
Centres		Fragmented local centres Rather than a strong central hub, there is a dispersed network of small hubs. This limits walkability, reduces opportunities for co-located services, and makes it hard to focus investment in public spaces. Bell Block Court and Parklands Shopping Centre could evolve into stronger hubs.	A complementary series of local centres Create a series of connected local centres with complementary roles. Bell Block Court will be the civic heart with a library, swimming pool and boutique retail. Parklands Shopping Centre will have a broader mix of uses, such as medical services, fitness facilities and cafes. New local centres will provide for everyday needs and essential services.
		Insufficient local services and retail Bell Block Court and Parklands Shopping Centre are not fully meeting community needs and are under pressure from growth. Limited supermarket options, supporting services, community facilities and gathering spaces mean many residents travel elsewhere for everyday needs.	New local centres to support local services Rezone land to enable new local centres, including at the Parklands Avenue Extension/ Airport Drive intersection to support east-west connectivity, and along Connett Road to support an industrial and innovation hub.
		Movement and accessibility challenges Some streets, particularly along key routes such as Parklands Avenue, prioritise vehicles over people. Wide, straight streets encourage higher speeds, while narrow footpaths, limited crossing points and gaps in cycling provision reduce safety and accessibility for children, older people and those with mobility needs.	Improve food access and retail choice Enable a new, appropriately sized supermarket to locate within the Puketapu Structure Plan Development Area to improve food access, increase choice, add competition and retain spending locally, while ensuring it is designed to fit with Puketapu-Bell Block's character.
		Weak identity and public spaces Cultural narratives, identity and design are not well reflected in public spaces. Inconsistent features such as street trees, seating, shelter, public toilets, signs and public art make the area feel disconnected and lack a strong identity.	People-focused streets Upgrade streets to improve safety, comfort and accessibility for all users. Wider footpaths, safer crossings, traffic calming and cycle-friendly design will support active travel, ageing in place and access to community facilities. As the civic heart of the community, Bell Block Court will be a priority. Strong identity and public spaces Invest in trees, landscaping, seating, shelter, signage and public art to enhance the quality of public spaces and strengthen local identity. Integrate Puketapu Hapū values and stories to reflect a strong sense of place. Over time, create welcoming centres and corridors that support everyday community life.
		Risks to local businesses There is concern that poorly located or oversized new development, including large-format retail, could harm existing small businesses in Puketapu-Bell Block. 'Supporting local' is critical for employment, economic resilience and community vitality.	Coordinated placemaking approach Develop a coordinated placemaking approach that integrates cultural narratives, history and identity into streetscapes and public spaces. This will create a consistent identity and strengthen sense of place across Puketapu-Bell Block.

Movement and Connectivity	Challenges	Opportunities
	State highway access challenges Limited and unsafe access to SH3 and SH3A causes congestion, crashes and unreliable travel. Henwood Road, Wills Road, Nugent Street and Mangati Road are high-risk intersections. The Henwood Interchange no longer meets the needs of the growing community, while limited alternative routes reduce network resilience and emergency access.	Reshape the movement network Improve local and regional connectivity through upgraded intersections, new SH3 connections at Bishop-Henwood and Pohutukawa Place, and completion of the Parklands Avenue extensions at Pohutukawa Place and Airport Drive. This will improve safety, traffic flow and network resilience.
	Local roads impacted by through-traffic Industrial traffic and vehicles bypassing the state highway are using local roads, creating safety risks and conflicts with residential and recreational users, and highlighting the need for speed management and improved network design.	Transform high-risk intersections Work with NZ Transport Agency Waka Kotahi to investigate upgrades at the high-risk intersections of Henwood Road, Wills Road, Nugent Street and Mangati Road. Options include signals at the Henwood Interchange and a new SH3 off-ramp to Pohutukawa Place.
	Weak connections across SH3 SH3 currently acts as both a physical and perceived barrier between the predominantly industrial and rural areas to the south and the residential and open space areas to the north.	Improve links in industrial area and across SH3 Improve access, crossings and wayfinding in the industrial area, supported by a small convenience centre that provides collaboration opportunities for workers, visitors and businesses. A new local centre at the Parklands Avenue Extension/Airport Drive intersection will link both sides of SH3, support local jobs and local living, increase convenience and strengthen community.
	Gaps in walking and cycling network The walking and cycling network lacks safe crossings, underpasses, and connected infrastructure, with narrow footpaths, missing links, and limited shade reducing accessibility and comfort, particularly along Parklands Avenue and across SH3.	Keep local streets local Reduce through-traffic and industrial vehicle movements on residential streets to create safer, more people-friendly environments for walking, cycling, and local neighbourhood activity, while still supporting local industry and business.
	Limited and unreliable public transport Infrequent and unreliable bus services, particularly outside peak times and on weekends, limit travel choices and make it harder for people without a car to get around. This can be especially challenging for students travelling to school and after-school activities, older residents accessing services and appointments in town, and workers commuting to employment and shift-based jobs. With limited transport alternatives available, more people rely on private vehicles, contributing to traffic congestion.	Build connected, people-focused networks Enhance walking and cycling infrastructure to support local trips and reduce road pressure, with better footpaths, crossings, lighting and tree planting, particularly along Parklands Avenue. A new SH3 walking and cycling under or over pass at the Waitaha Stream will improve connectivity, encourage active travel and make it easier to live and work in the area. Improve public transport Improve public transport connectivity by increasing bus service frequency and safe access to stops, while investigating park-and-ride and rail options to support future growth and accessibility. Improvements would reduce car dependency currently required to travel into New Plymouth.

	Challenges	Opportunities
Industry and Jobs	Industry disconnected from community While the industrial area is valued and a source of pride, it remains physically and socially disconnected from surrounding residential areas. Visits to factory food and hardware destinations are largely vehicle-dependent due to limited walking and cycling connections.	Reinforce industrial identity and pride Celebrate the industrial area as a defining part of Puketapu-Bell Block's identity through gateway features, signage, public realm improvements and local storytelling to reinforce pride and support investment and employment growth.
	Lack of a central industrial hub Despite containing nationally and internationally significant businesses, the industrial area lacks a recognisable services hub. This limits collaboration, innovation, shared identity and activity beyond working hours, and makes it hard to focus investment on footpaths and public amenities.	Better integrate industry with community Improve walking, cycling and shuttle connections between residential areas, the industrial area and the airport, while providing amenities and services that support workers and activate the area beyond work hours. Affordable housing options could help attract new businesses and support a growing workforce.
	Infrastructure limiting industrial growth Servicing constraints, including water supply, wastewater, stormwater management and trade waste permitting, limit business expansion, investment and the industrial area's ability to adapt and support emerging sectors.	Enhance employment and innovation Build on the area's industrial strengths to position Puketapu-Bell Block as the region's primary employment hub, supporting a diverse and innovative economy that future-proofs jobs and retains skilled workers.
	Transport challenges affecting business Freight access constraints, intersection congestion and conflicts between heavy vehicles and local traffic reduce industrial efficiency, while poor separation of industrial and rural activities creates tensions.	Improve access and connectivity Improve freight access and reduce congestion through upgrades at De Havilland Drive, Airport Drive and the Henwood Interchange, and investigate an alternative road south of SH3 to reduce heavy vehicle use on local roads.
	Future workforce uncertainty Ongoing industry transition raises challenges around retaining skilled workers, while also highlighting the need to redeploy existing expertise into new and emerging industries.	Establish an industrial and innovation hub Develop an industrial and innovation hub to strengthen the industrial area's identity and support employment, skills and workforce development.
	Pressure on airport support services Rising population and visitor numbers, including increased use of the Coastal Walkway after it is extended to Waitara, are expected to increase demand for airport services and facilities.	Support an evolving energy economy Enable energy-related activities and sufficient industrial land to attract investment and support the region's evolving energy economy.
		Support expansion at the airport Enable compatible activities, such as retail, conference facilities and short-stay accommodation, that support the airport's function as a regional gateway while leveraging opportunities associated with users of the nearby Coastal Walkway.

	Challenges	Opportunities
Industry and Jobs	Uncoordinated growth and infrastructure Coordinated spatial planning is needed to align land use, infrastructure and transport investment and support a well-functioning urban area.	Harness strategic transport links Take advantage of the industrial area's proximity to the airport by coordinating industrial, commercial and airport-related development to support freight, logistics, accommodation and business services. Align growth, infrastructure and place Review land supply, zoning and planning provisions to deliver a plan to better coordinate land use, infrastructure and transport, supporting efficient movement, employment growth and quality places. Invest in infrastructure to enable growth Address constraints in water, wastewater, stormwater and trade waste systems to unlock industrial growth and attract new businesses. Streamlined consenting pathways and clear servicing strategies can support business confidence while maintaining environmental outcomes.

Cows along the coastal walkway



		Challenges	Opportunities
Housing and Community Facilities	Balancing growth and character	There is concern that higher density and multi storey development will change Puketapu-Bell Block's character, with residents favouring a low rise, family oriented suburban form with play spaces, cul de sacs and open areas.	Design locally-scaled neighbourhoods Create walkable neighbourhoods near parks, waterways, play spaces and local amenities, with low-speed streets that support social interaction, play and community connections.
	Housing affordability pressures	Housing is increasingly perceived as unaffordable, particularly for first-home buyers, younger families and older persons, with concerns that future development may not improve housing affordability.	Provide affordable housing options Increase housing options that are accessible and are within proximity of shopping and medical facilities.
	Limited provision for hapū housing	Land in and around Muru Raupatu Marae includes culturally significant former kāinga sites but currently provides limited opportunities for Puketapu Hapū to live on and reconnect with their whenua.	Provide for hapū housing Enable housing around Muru Raupatu Marae to support whānau living on their whenua, strengthening cultural connection and wellbeing while contributing to housing choice in Puketapu-Bell Block.
	Mismatch between growth and services	Housing growth without matching investment in services and infrastructure risks diminishing Puketapu-Bell Block's quality of life. Issues include limited play spaces, insufficient community facilities, and gaps in healthcare, education and emergency services.	Align growth with services Support housing growth with new centres, services and amenities, including a supermarket in the Puketapu Structure Plan Development Area. Plan for increased demand on existing facilities such as the Bell Block Aquatic Centre and Bell Block Hall.
	More diverse travel options needed	Additional housing is expected to increase traffic congestion, particularly on SH3, highlighting the need for improved public transport and more diverse travel options.	Support growth with transport choice Support housing growth with improved public transport and walkable neighbourhoods, making it easier for people to work locally as well as access everyday services in different ways. With increased affordability Puketapu-Bell Block based workers, and families can live closer to their jobs and reduce travel time.
	Pressure on open space and recreation	Smaller sections and reduced private outdoor space increase reliance on public parks and playgrounds, making their retention and protection essential to community life and children's play.	Enhance parks and open space Strengthen parks, playgrounds and green links, including connections along the Mangati Stream and to Bell Block Beach, to support growing communities and maintain Puketapu-Bell Block's family-friendly character.

	Challenges	Opportunities
Housing and Community Facilities	Growth outpacing infrastructure Growth is placing pressure on transport networks, open space, community facilities and infrastructure, highlighting the need for timely and coordinated infrastructure and service provision.	Reinforce identity in community facilities and place Ensure new community facilities reflect local identity through place-based design, cultural expression and strong connections to natural features like Bell Block Beach. This fosters community pride and cohesion.
		Plan growth and infrastructure together Align land use, infrastructure, transport and service provision, ensuring growth is supported by timely and coordinated investment, and occurs in locations that are well-connected and serviced, including emergency and essential services.



Hickford Park with Taranaki Maunga in the distance

9.0 Goals, Actions & Focus Areas | Ngā Whāinga, Ngā Mahi me ngā Aronga Matua

Goals

The goals reflect what is important to the community and their aspirations for Puketapu-Bell Block over the next 30 years.

Actions

Each goal outlines a desired outcome and are supported by actions to help make it happen. These actions will guide future decisions, investment and development across the area. While each action is listed under one goal, an action may help achieve several goals.

Focus Areas

Under each goal, focus areas have been highlighted where coordinated action can make the biggest difference. They bring together related opportunities and actions, explain why they matter, and help illustrate what success could look like for the community, Puketapu Hapū, local businesses and future growth areas.

Some focus areas have the potential to significantly change and improve how people live, work, move, connect and experience their environment. Others help lay the foundations for future investment, development and community-led initiatives.

All will require further work to confirm their feasibility and determine how they can be delivered.

When will Actions Happen?

Actions are grouped by when they are expected to happen:

- » Quick wins - actions that are already underway, funded or can be delivered early and provide immediate benefits.
- » Short-term - 1 to 3 years.
- » Medium-term - 3 to 10 years.
- » Medium to long-term - projects that may start within 3-10 years and continue over a longer period.
- » Long-term - 0 to 30 years.

These timeframes align with Council's financial planning cycles, with actions reviewed through Long-Term Plan and Infrastructure Strategy processes to confirm they are still relevant and necessary.

Some actions may be delivered in stages and will depend on funding priorities and community needs.

Shared Responsibility

Achieving the goals will require collaboration between Council, Puketapu Hapū, the Puketapu-Bell Block Community Board, government organisations, local organisations, businesses, landowners and residents. Council will help coordinate opportunities, partnerships and funding opportunities, as well as monitor progress over time. As the Plan is a 30-year, aspirational document, actions may be refined as projects develop and priorities change.

Quotes from the community are included throughout this section to provide context, with community survey summaries available in the Technical Report. Further detail on each action is also provided in the Technical Report.

Goal 1

Protect the natural environment and open spaces.



Support restoration of waterways, enhance natural areas and recreation spaces, and improve access to nature.

Goal 2

Have connected local centres that flourish.



Create a series of complementary local centres that are well-located and support community vibrancy.

Goal 3

Make it easy and safe to get around.



Support safe ease of movement to, from and through Puketapu-Bell Block. Local movements can be made through a variety of ways for all users.

Goal 4

Support jobs and industry.



Enhance the thriving industrial area that is a regional centre of innovation and employment and supports business growth.

Goal 5

Have a range of housing choices supported by community facilities.



Enable diverse housing at all life stages and provide accessible community facilities that support the Puketapu-Bell Block lifestyle.

Goal 1



Protect the natural environment and open spaces

Support restoration of waterways, enhance natural areas and recreation spaces, and improve access to nature.

Puketapu-Bell Block's coast, waterways and open spaces are central to the area's identity, wellbeing and ecological health. They are highly valued by the community and provide important opportunities for recreation, cultural connection, biodiversity, and liveability of the area.

As this area grows, these natural systems will face increasing pressure from growth, infrastructure demands, and environmental risks such as coastal erosion, flooding, and declining water quality. This reinforces the need to direct growth to safer, more resilient locations over time. Community feedback highlighted the importance of protecting and restoring these places while improving access to them.

“Restore nature ... we need to have our ‘Te Henui’ or ‘Pukekura’ for Bell Block”

Future growth will be guided by an environmental framework. This prioritises restoring ecosystems toward their natural state, improving access, and integrating cultural narratives and kaitiakitanga values into environmental design and decision-making. This includes working with natural systems, strengthening ecological connections, and responding to long-term climate and hazard risks.

Actions

Quick wins

- » **Mangati Stream Restoration** - Restore sections of the Mangati Stream through targeted planting.
- » **Awa Identity and Interpretation** - Install signage at awa bridge crossings to acknowledge tributaries and strengthen local identity.
- » **Resilient Landscape Planting** - Plant less flammable species at Hickford Park and Mangati E to improve ecological resilience.

- » **Gateway Landscape Enhancement** - Undertake native planting along SH3 near the Airport Drive intersection.
- » **Bell Block Beach Access Improvements** - Replace parking barriers and upgrade beach access steps at Wanaka Crescent.
- » **Coastal Walkway Enhancements** - Enhance look and feel of Tiromoana Crescent as part of the Coastal Walkway extension work.
- » **Neighbourhood Play Space Improvements** - Investigate opportunities for new and upgraded play spaces on vacant Council-owned land.
- » **Open Space Enhancement Programme** - Enhance Council-owned open spaces with native planting and improvements to rest areas.

Medium-term (3-10 years)

- » **Landscape and Ecological Enhancements** - Deliver a programme to celebrate and restore natural, cultural and ecological landscapes.
- » **Hickford Park Reserve Management Plan** - Develop and implement a long-term plan to guide the future use, protection and enhancement of Hickford Park.
- » **Restoring Puketapu Significant Connection and Relationship to Mangati E** - Explore options to address Puketapu Hapū aspirations for the return of Mangati E.

Medium to long-term (3-30 years)

- » **Te Tai o Maru - Awa Restoration Programme** - Partner with iwi, hapū and the community to restore the health, water quality and biodiversity of waterways.
- » **Coastal Restoration and Resilience Programme** - Plan for the long-term restoration, protection and resilience of the Puketapu-Bell Block coastline.

Long-term (10-30 years)

- » **Play and Open Space Opportunities** - Create play and green spaces within the Puketapu Structure Plan Development Area, integrated with natural and cultural values alongside Puketapu Hapū.

Map 1 - Key Environment Actions



This map highlights locations for actions listed on the previous page that support **Goal 1**.

- 1 Mangati Stream Restoration
- 2 Resilient Landscape Planting
- 3 Gateway Landscape Enhancement
- 4 Bell Block Beach Access Improvements and Coastal Walkway Enhancements
- 5 Open Space Enhancement Programme
- 6 Coastal Restoration and Resilience Programme
- 7 Hickford Park Reserve Management Plan
- 8 Restoring Puketapu Connection and Relationship to Mangati E
- 9 Te Tai o Maru – Awa Restoration Programme

Non-spatial actions:

Some actions listed on the previous page are identified as non-spatial actions as they will benefit the wider area. Further work is needed before committing to specific locations. These actions include:

- Awa Identity and Interpretation
- Play and Open Space Opportunities
- Neighbourhood Play Space Improvements
- Landscape and Ecological Enhancements



Legend

- | | | | | |
|-------------------|------------------|----------------------------------|--------------------------------|---------------------|
| Airport | Golf Course | Rivers/Streams | Commercial and Mixed Use Zones | Mangati E |
| Hickford Park | State Highway | Indicative Roads and Roundabouts | Future Urban Zone | Coastal Restoration |
| Primary School | Existing Walkway | Open Space and Recreation Zones | Maori Purpose Zone | |
| Community Hall | Future Walkway | Residential Zone | Rural Zones | |
| Public Playground | Existing Roads | Airport Zone | Stream Restoration | |
| Petrol Station | Existing Rail | Industrial Zone | Resilient Landscape Planting | |

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Focus Area

Open Space and Coastal Restoration and Enhancement

Restoring Our Waterways

Restoration of the Mangati and Waitaha Streams and Awa is a key community aspiration with opportunities to extend efforts to the Waipu and Mangaoraka catchments over time. Working alongside mana whenua and the community, these waterways can once again become thriving ecological corridors that support biodiversity, cultural connections and community wellbeing.

Native planting, ecological restoration and improved landscape connections, this programme will create a more resilient network of parks, reserves, streams and open spaces. Early projects include restoration planting at Mangati E and Hickford Park, native planting along the SH3 road reserve, and opportunities to celebrate local awa through naming, wayfinding, interpretive signage and cultural storytelling.

“Protecting walkways, green spaces and beach access is really important”

Enhancing the Coastline

The Puketapu-Bell Block coastline is a treasured recreational, cultural, ecological and landscape asset. There is an opportunity to enhance coastal access and amenity, protect significant cultural and natural features, and respond to erosion, coastal flooding and sea-level rise.

Connecting People with Nature

As waterways, habitats and coastal environments are restored, opportunities for recreation, learning, cultural expression and community connection will grow. Improved access to nature and healthier ecosystems will help people reconnect with the landscapes and stories that have shaped Puketapu-Bell Block for generations.

“Continue to create the green lifestyle spaces”

Hickford Park as a Community Hub

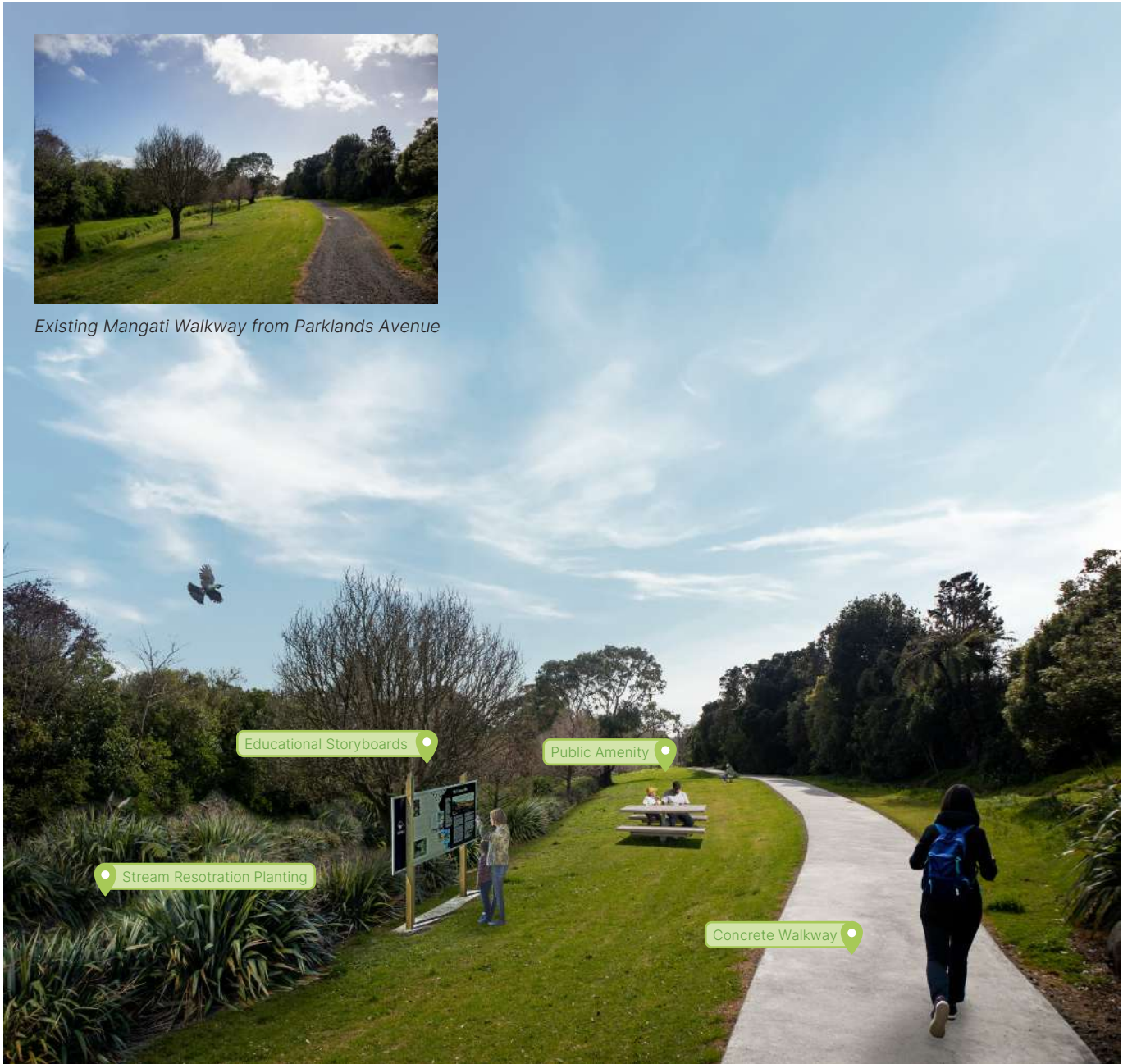
The Hickford Park Development Plan will guide the future development and use of one of the area’s most significant open spaces. It will also look to the community and sporting codes to lay down a pathway forward to use the space in a collaborative way that will bring everyone together as a sporting community. This will help balance recreation, environmental, cultural and coastal aspirations. While exploring opportunities to enhance facilities, recognise culturally significant landscapes, restore previously grazed land and strengthen the use of the wider Hickford Park area. These works will support an enhanced space for people to spend their free time as a key stop on the Coastal Walkway and wider walkway network.



Golden Striped Geko /
Woodworthia Chrysosiretica



Existing Mangati Walkway from Parklands Avenue



Artist interpretation of walkway enhancements and restoration planting along Mangati Stream

Goal 2



Have connected local centres that flourish

Create a series of complementary local centres that are well-located and support community vibrancy.

Unlike traditional towns, Puketapu-Bell Block does not have a single centre. Instead, it functions through a network of smaller hubs, including Bell Block Court and Parklands Shopping Centre, which currently lack the scale, cohesion and amenity to fully meet community needs.

Community feedback highlights a desire for stronger local centres with more services, better public spaces, and a clearer sense of identity. Growth will place additional pressure on existing centres unless they are strengthened and expanded, or new ones are identified.

“Bell Block lacks both activities and shops ... it doesn't feel like a place people are supposed to live and thrive”

The spatial plan responds by reinforcing a series of complementary centres, each with a defined role. New centres should be designed to work well for people and communities. They should offer a mix of housing and business opportunities, located so that people can easily get between where they live, work and spend their time. Centres should also offer access to services, natural areas and open spaces by walking, cycling or public transport.

Bell Block Court will emerge as the primary civic heart, while other centres will provide local services and support growing neighbourhoods.

Actions

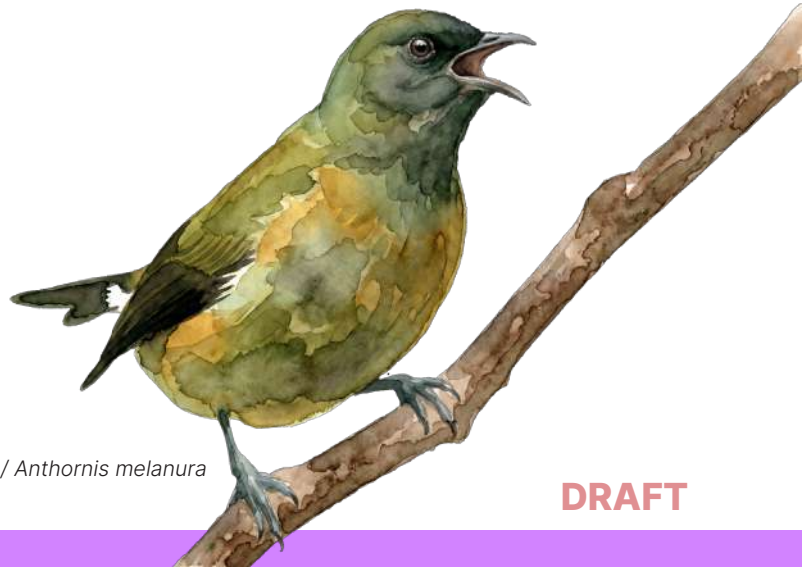
Ongoing or short-term (1-3 years)

- » **Identity, Design and Placemaking Guide**
 - Develop a shared identity, design and placemaking guide that celebrates local history, culture and landscape values.

“Add more vibrancy, hub, greater selection of shops, modernise shop fronts, lift the appeal, it's pretty dated”

Medium-term (3-10 years)

- » **Bell Block Court Streetscape Improvements**
 - Upgrade Bell Block Court to create a more attractive, pedestrian-friendly main street environment.
- » **Community Centre/Library Development**
 - Develop a new community centre/library that provides spaces for learning, recreation, meetings and community connection, along with public toilets accessible during open hours.
- » **Aquatic Centre Upgrade** - Upgrade the Bell Block Aquatic Centre to improve accessibility, services and year-round community use.
- » **Parklands Shopping Centre Revitalisation** - Support a vibrant mixed-use community hub with a broader mix of uses such as medical services, fitness facilities and cafes.
- » **Puketapu Structure Plan Development Area Local Centre** - Create a new neighbourhood centre providing shops, services and community facilities for future residents.



Korimako / Anthornis melanura

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Map 2 - Key Local Centre Actions

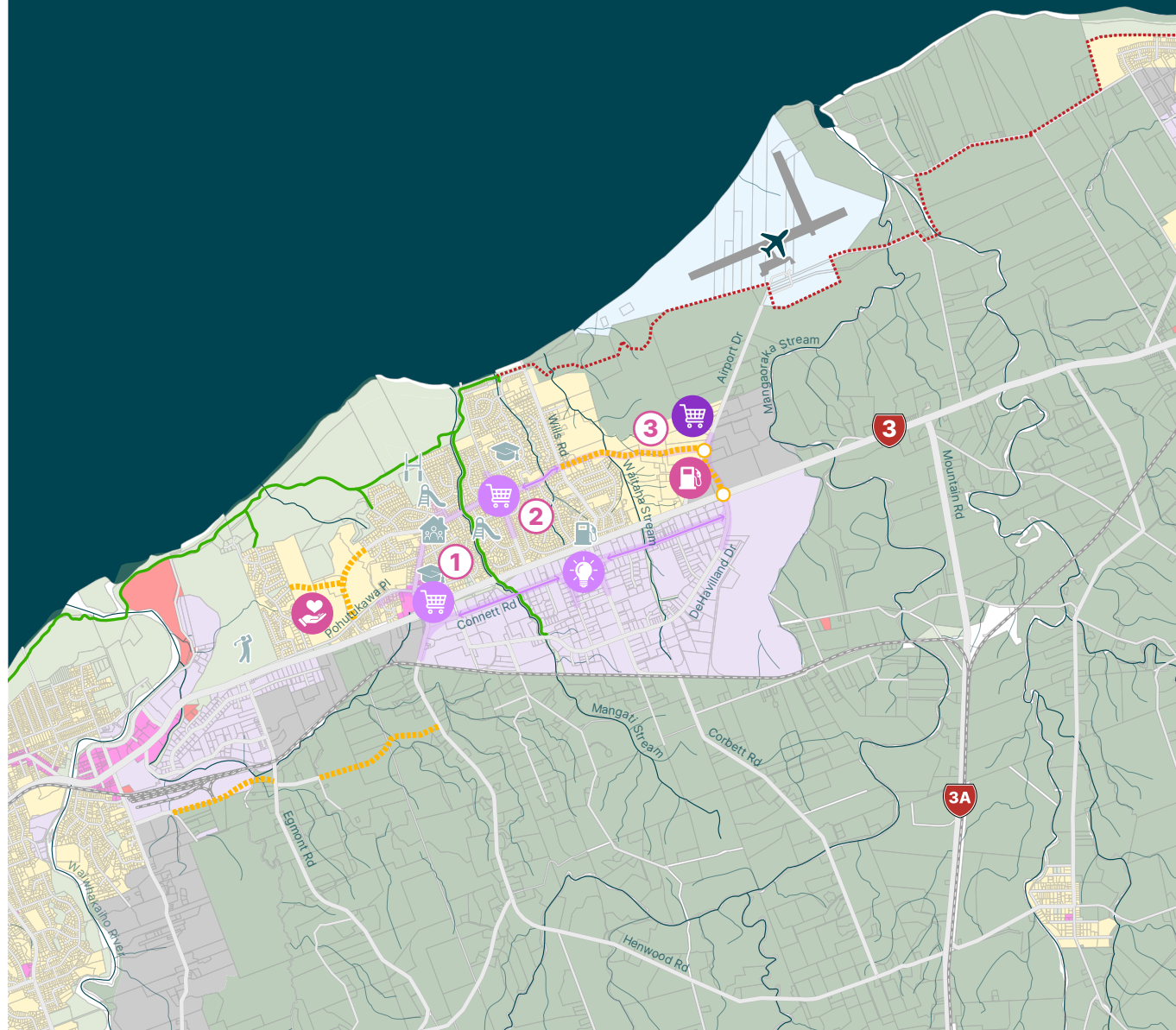


This map highlights locations for actions listed on the previous page that support **Goal 2**.

- 1** Bell Block Court Local Centre:
 - Bell Block Court Streetscape Improvements
 - Community Centre/Library Development
 - Aquatic Centre Upgrade
- 2** Parklands Shopping Centre Revitalisation
- 3** Puketapu Structure Plan Development Area Local Centre

Non-spatial actions:

The Identity, Design and Placemaking Guide listed on the previous page is a non-spatial action. This work will benefit the wider area and further work is needed before committing to specific locations.



Legend

- | | | | | |
|-------------------|------------------|----------------------------------|--------------------------------|------------------------|
| Airport | Golf Course | Rivers/Streams | Commercial and Mixed Use Zones | New Innovation Hub |
| Hickford Park | State Highway | Indicative Roads and Roundabouts | Future Urban Zone | Existing Local Centres |
| Primary School | Existing Walkway | Open Space and Recreation Zones | Maori Purpose Zone | New Local Centres |
| Community Hall | Future Walkway | Residential Zones | Rural Zones | Connectivity |
| Public Playground | Existing Roads | Airport Zone | New Hauora Hub | |
| Petrol Station | Existing Rail | Industrial Zone | New Service Centre | |

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Focus Area

Bell Block Court Centre Enhancement

Bell Block Court has the potential to become the civic heart of Puketapu-Bell Block as a vibrant destination where business, community and knowledge come together in one well-connected location. Designed to support growth while maintaining a strong local identity, the area could offer a unique mix of retail, hospitality and public spaces that encourage people to visit, stay, connect and learn.

*“Public toilets at **both** shopping centres”*

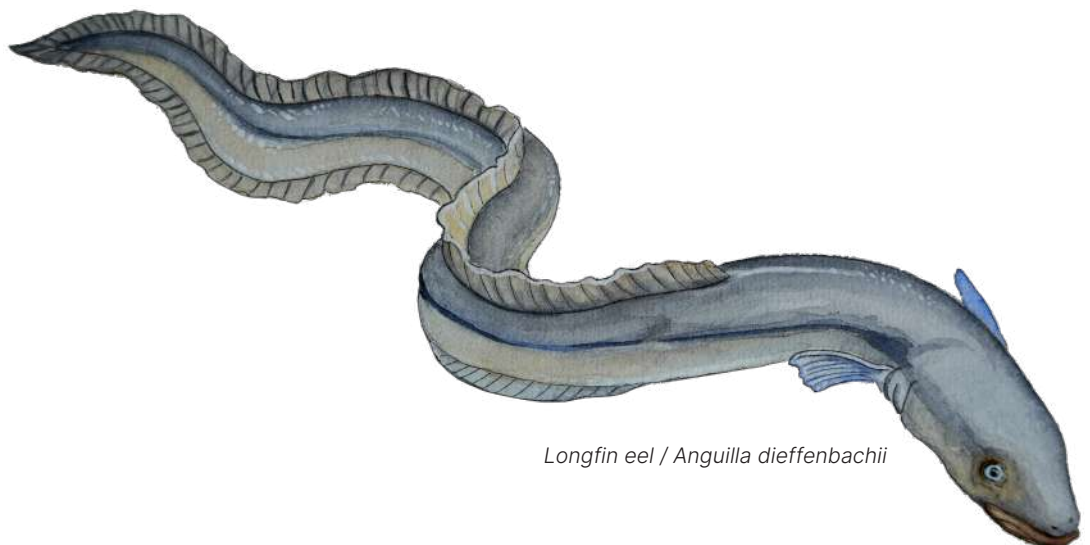
Improvements to streets, public spaces and pedestrian connections could create a more welcoming and vibrant environment that encourages people to spend time at Bell Block Court. Rather than being just another commercial area, Bell Block Court would be a welcoming centre that people actively choose to visit. Whether they are meeting friends for coffee, accessing essential services at the new Community Centre/Library Development (including a new public toilet), working from modern office spaces, supporting local businesses, or enjoying the upgraded Bell Block Aquatic Centre.

Bell Block Court will be safe to use for all users with convenient parking to support activities throughout the day. The upgrade of the Bell Block Aquatic Centre would also strengthen the area's role as a destination for health, recreation and family activities, attracting visitors of all ages and creating greater opportunities for community wellbeing.

*“Both shopping centres feel **sad and unloved**”*

Local professionals, families, older residents, young people and visitors could all find reasons to spend time here, creating a lively atmosphere and supporting a thriving local economy. Together, the Community Centre/Library Development, Bell Block Aquatic Centre, local businesses, and public spaces would create a complementary mix of services and experiences that make Bell Block Court a true community focal point.

As Puketapu-Bell Block continues to grow, Bell Block Court can evolve into a lively and attractive centre that supports community life, local investment and economic activity while maintaining the friendly character that makes the area special.



Longfin eel / *Anguilla dieffenbachii*



Existing Bell Block Court Centre



Artist Interpretation of Bell Block Court Centre Enhancement



Existing Bell Block Court Road



Artist Interpretation of Bell Block Court Street Enhancement

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Goal 3



Make it easy and safe to get around

Support safe ease of movement to, from and through Bell Block. Local movements can be made through a variety of ways for all users.

Puketapu-Bell Block benefits from strong regional connections via SH3 and the airport, but local travel is often constrained by safety issues, limited route choices, and reliance on private vehicles.

SH3 creates a barrier between residential and industrial areas, while gaps in walking, cycling and public transport networks limit choice and accessibility. Community feedback highlights concern about safety, congestion and the need for better transport options.

Actions have been identified that could make it easier, safer and more enjoyable to move around Puketapu-Bell Block. Whether travelling to work, school, shops, parks or community facilities, people will have more transport choices as well as safe and improved connections between the places they visit every day.

Movement corridors will not only support safe and efficient travel but also reinforce a strong sense of place and local identity, with opportunities to integrate public art, cultural expression and landscape design into key routes and arrival points.

“Getting out of Bell Block in the mornings is horrible ... traffic can really build up”



Southern Bell Frog / *Ranoidea raniformis*

Actions

Quick wins

- » **Pohutukawa Place Walking Improvements** - Improve walking connections at Pohutukawa Place through footpath and drainage improvements.
- » **Mangati Walkway Connections Improvements** - Enhance safety and connectivity between Mangati Walkway and Parklands Ave pedestrian crossing.

Ongoing or short-term (1-3 years)

- » **De Havilland/Airport Drive Roundabout** - Improve safety and connectivity at SH3.

Medium-term (3-10 years)

- » **Complete the Coastal Walkway Extension from Puketapu-Bell Block to Waitara** - Create a continuous active transport and recreation link between Puketapu-Bell Block and Waitara.
- » **Public Transport Options Investigations** - Investigate future bus, park-and-ride and rail options to improve transport choice and accessibility.
- » **Walking and Cycling Improvements** - Identify and deliver safer walking and cycling connections between homes, schools, centres and open spaces. This could include changes to key roads like Parklands Ave to accommodate cycle infrastructure.
- » **Parklands East and West Connections** - Create new roads, walking and cycling links that improve local connections and reduce reliance on SH3.

Medium to long-term (3-30 years)

- » **State Highway Interface Projects** - Improve key SH3 intersections and connections to reduce congestion and improve safety with further planning to assist identification of preferred solutions (more information can be found in the following section as a focus area).

Map 3 - Key Transport Actions



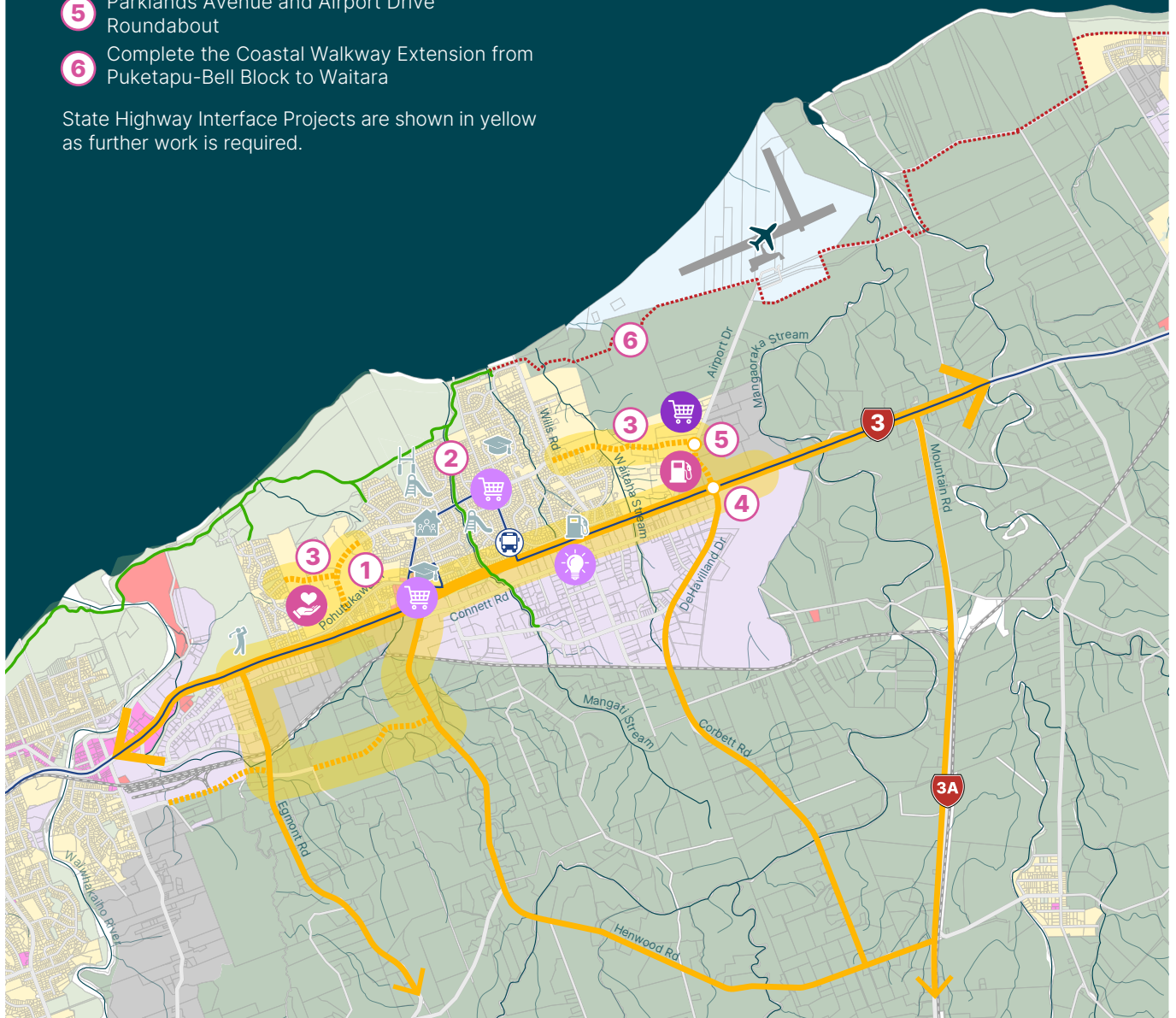
This map highlights locations for actions listed on the previous page that support **Goal 3**.

- 1 Pohutukawa Place Walking Improvements
- 2 Mangati Walkway Connections Improvements
- 3 Parklands East and West Connections
- 4 De Havilland/Airport Drive Roundabout
- 5 Parklands Avenue and Airport Drive Roundabout
- 6 Complete the Coastal Walkway Extension from Puketapu-Bell Block to Waitara

State Highway Interface Projects are shown in yellow as further work is required.

Non-spatial actions:

Public Transport Options Investigations and Walking and Cycling Improvement actions listed on the previous page are non-spatial actions. This work will benefit the wider area and further work is needed before committing to specific locations.



Legend

Airport	Golf Course	Rivers/Streams	Commercial and Mixed Use Zones	New Innovation Hub
Hickford Park	State Highway	Indicative Roads and Roundabouts	Future Urban Zone	Existing Local Centres
Primary School	Existing Walkway	Open Space and Recreation Zones	Maori Purpose Zone	New Local Centres
Community Hall	Future Walkway	Residential Zones	Rural Zones	Traffic Safety Study Improvement Area
Public Playground	Existing Roads	Airport Zone	New Hauora Hub	Traffic Movement
Petrol Station	Existing Rail	Industrial Zone	New Service Centre	Main Bus Route

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Focus Area

Getting Around Better

Improving transport is one of the community's highest priorities. As Puketapu-Bell Block continues to grow, there is an opportunity to create a safer, better connected and more resilient transport network that supports residents, businesses and visitors.

Improving key intersections and access points on SH3 will help reduce congestion, improve safety and support more reliable travel. To achieve this further work is needed to work out what solutions are appropriate to confirm what is the best value for money to fix the network.

Many potential solutions have been identified in the past and they need to be tested to confirm they will work. Possible solutions include safety and access improvements at:

- » The Henwood Interchange (Pohutukawa Place off ramp).
- » Signalisation of Henwood/Nugent and Egmont Road intersections.
- » Construction of the Airport Drive/De Havilland Drive roundabout.
- » Investigation of future improvements at Wills Road.
- » Consideration of an alternative southern connection (through a joint venture opportunity) to provide greater network resilience and local connectivity.

Together, these projects could create a more connected transport network that better serves residents, businesses, visitors and freight movements.

*"Bell Block is small enough to walk anywhere, but the distance from things leads to an **over-dependence on cars**"*

The future of transport and movement in Puketapu-Bell Block is one where moving around and through the area is seamless, safe, and well-connected. Instead of being defined by congestion and busy intersections, the area will be supported by a transport network that functions efficiently. It will connect communities, and support growth while maintaining a "Puketapu-Bell Block Lifestyle".

*"There is no good way to cross the road ... it **doesn't feel safe** walking or biking"*

As Puketapu-Bell Block grows, a coordinated programme with the NZ Transport Agency Waka Kotahi and the community of transport improvements will be developed. This will help support community wellbeing, economic activity and future development while maintaining the area's connected and accessible lifestyle.



Pukeko / Porphyrion melanotus

Focus Area Map - Getting Around Better



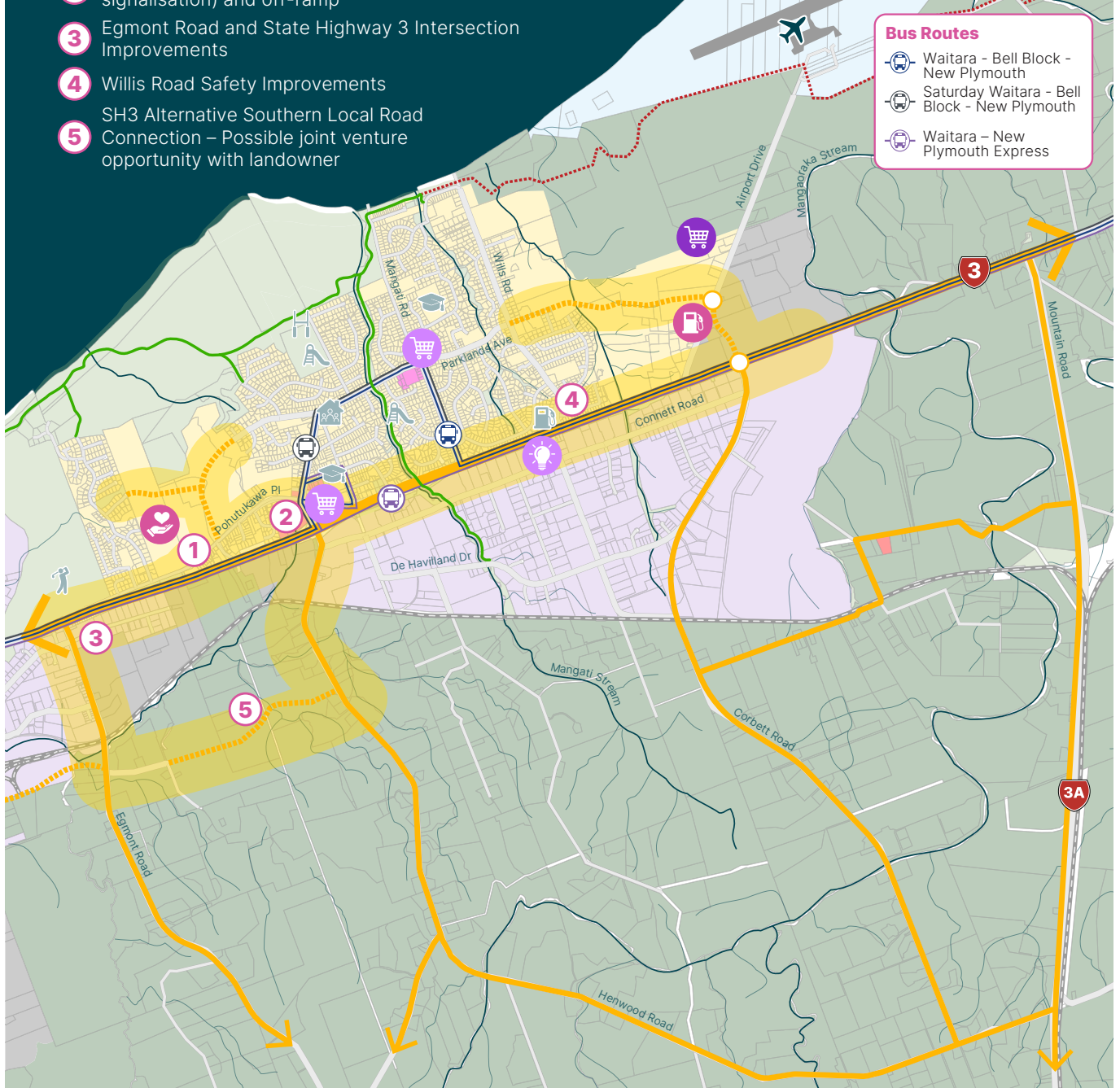
This map shows the area and solutions that will be considered to resolve traffic congestion and safety concerns. This includes investigating the following potential solutions:

- 1 Pohutukawa Place Off-Ramp
- 2 Henwood Interchange (including traffic signalisation) and off-ramp
- 3 Egmont Road and State Highway 3 Intersection Improvements
- 4 Willis Road Safety Improvements
- 5 SH3 Alternative Southern Local Road Connection – Possible joint venture opportunity with landowner

To achieve this work the Puketapu-Bell Block transport network needs to be considered as a wider network to confirm what the “best value for money” approach is to solve the traffic problems. This means that possible solutions need to be looked at, at the same time.

Bus Routes

- Waitara - Bell Block - New Plymouth
- Saturday Waitara - Bell Block - New Plymouth
- Waitara - New Plymouth Express



Legend

- | | | | | |
|-------------------|------------------|----------------------------------|--------------------------------|---------------------------------------|
| Airport | Golf Course | Rivers/Streams | Commercial and Mixed Use Zones | New Innovation Hub |
| Hickford Park | State Highway | Indicative Roads and Roundabouts | Future Urban Zone | Existing Local Centres |
| Primary School | Existing Walkway | Open Space and Recreation Zones | Maori Purpose Zone | New Local Centres |
| Community Hall | Future Walkway | Residential Zones | Rural Zones | Traffic Safety Study Improvement Area |
| Public Playground | Existing Roads | Airport Zone | New Hauora Hub | Traffic Movement |
| Petrol Station | Existing Rail | Industrial Zone | New Service Centre | |

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Goal 4



Support jobs and industry

Enhance the thriving industrial area that is a regional centre of innovation and employment and supports business growth.

Puketapu-Bell Block is a key employment hub, with a strong industrial base including manufacturing, engineering, logistics and energy-related services. This area supports a significant share of district employment and plays an important regional role. It is a defining part of Puketapu-Bell Block's identity and a source of local pride.

However, the industrial area is physically and functionally separated from surrounding residential areas, limiting its integration into everyday community life. Infrastructure constraints, workforce changes and economic transition also present challenges.

The spatial plan seeks to ensure the industrial area continues to provide jobs, attract investment and create opportunities for future generations. It will become better connected to the wider community and supporting a more diverse and resilient economy.

*“The split between the industrial and residential sides makes Bell Block feel like an outpost town for farmers to restock, rather than a place people are supposed to **live and thrive**”*

The spatial plan recognises opportunities to strengthen and future-proof the industrial area, supporting local jobs, attracting investment and helping ensure future generations can continue to live and work in Puketapu-Bell Block.

Actions

Quick wins

- » **Mangati Walkway Underpass Mural** - Install a mural to enhance amenity, discourage graffiti and strengthen local identity.

Medium to long-term (3-30 years)

- » **Rail Freight and Logistics Enablement** - Protect and enhance rail to support efficient movement of goods by rail to reduce reliance on road transport.
- » **Waitaha Stream Underpass** - Improve walking and cycling connections between the new Puketapu Growth Area and the mountain side of SH3.
- » **Shaping Southern Puketapu-Bell Block** - Enhance the mountain side of Puketapu-Bell Block to become a better connected, sustainable and future-focused area that supports employment, economic growth, rural communities and the aspirations of Te Ātiawa and Puketapu Hapū.
- » **Industrial Innovation, Skills and Employment Hub** - Explore an industrial and innovation hub that strengthens workforce capability, supports business innovation, promotes apprenticeships and training opportunities, and creates pathways to skilled employment.
- » **Te Hono New Plymouth Airport Support Services Hub** - Support the growth of the airport precinct as a gateway, employment hub and centre for business and tourism.

Long-term (10-30 years)

- » **Market Leader in a Diversifying, Growing and Resilient Economy** - Support economic growth and diversification by enabling sustainable infrastructure, and long-term resilience within the industrial area.

Map 4 - Key Employment and Industry Actions

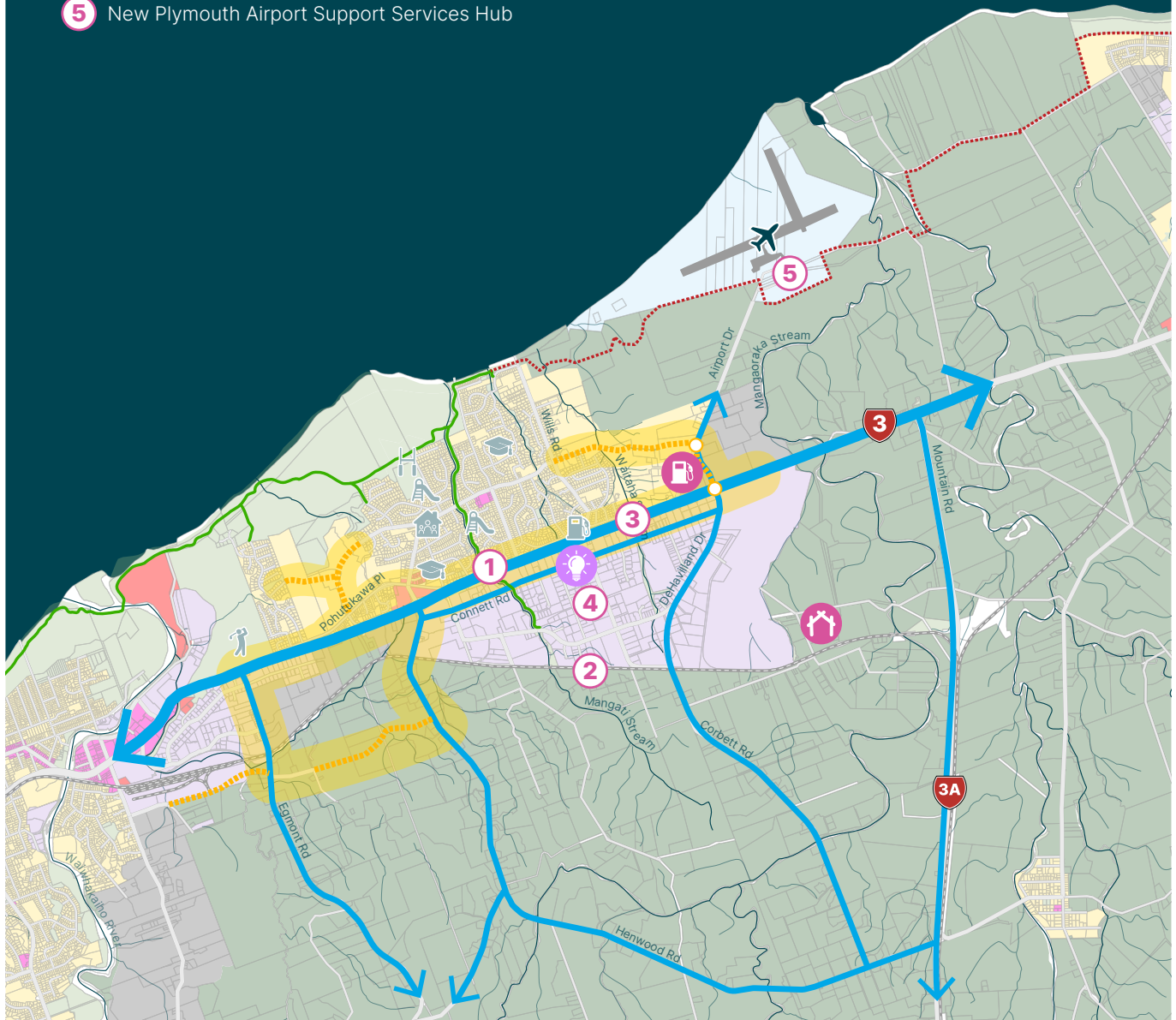


This map highlights locations for actions listed on the previous page that support **Goal 4**.

- 1 Mangati Walkway Underpass Mural
- 2 Rail Freight and Logistics Enablement
- 3 Waitaha Stream Underpass
- 4 Industrial Innovation, Skills and Employment Hub
- 5 New Plymouth Airport Support Services Hub

Non-spatial actions:

Actions relating to supporting the southern Puketapu-Bell Block area as a market leader in a diversifying, growing and resilient economy are non-spatial actions. This work will benefit the wider area.



Legend

- | | | | | |
|-------------------|------------------|----------------------------------|--------------------------------|---------------------------------------|
| Airport | Golf Course | Rivers/Streams | Commercial and Mixed Use Zones | New Innovation Hub |
| Hickford Park | State Highway | Indicative Roads and Roundabouts | Future Urban Zone | Traffic Safety Study Improvement Area |
| Primary School | Existing Walkway | Open Space and Recreation Zones | Maori Purpose Zone | Industrial Connections |
| Community Hall | Future Walkway | Residential Zones | Rural Zones | |
| Public Playground | Existing Roads | Airport Zone | Muru Raupatu Marae | |
| Petrol Station | Existing Rail | Industrial Zone | New Service Centre | |

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Focus Area

Taranaki's Centre for Industry, Skills and Innovation

Imagine arriving in Puketapu-Bell Block in 2055.

As visitors leave Te Hono New Plymouth Airport, they are welcomed into a landscape that immediately tells the story of Taranaki. Native planting, cultural storytelling, public art and panoramic views create a memorable Airport-to-Maunga gateway, connecting people to the coast, the maunga, local communities and the region's economy.

Nearby, one of New Zealand's most progressive industrial and innovation precincts is thriving. Improved connections across SH3, restored stream corridors, landscaped areas and attractive walking and cycling routes have helped bring the isolated industrial area and wider community together, creating a place where people live, work and visit.

Tourism Beyond the Airport

Puketapu-Bell Block is now recognised as a critical stop within Taranaki's visitor economy.

Travellers arriving at the airport encounter more than a regional airport - they discover a destination. Visitor accommodation, hospitality, conference facilities, local food experiences and visitor services provide reasons to stay longer and explore.

The completion of Te Pae o Te Rangi - The Coastal Walkway connection between Waitara and New Plymouth has transformed visitor movements through the area. Cyclists, walkers and tourists use the airport as a natural stopping point, linking onward to Te Papa-Kura-o-Taranaki (formerly Egmont National Park), the coastline and local attractions.

Taranaki is celebrated as a culturally rich landscape and has become one of the most iconic arrival experiences in New Zealand, celebrating the stories, landscapes and people. This has helped support local businesses, create employment opportunities and strengthen Puketapu-Bell Block's role as a gateway to the region.

The Economic Engine of Innovation in Taranaki

Puketapu-Bell Block has established itself as the premier industrial innovation hub in regional New Zealand.

Advanced manufacturing, engineering, logistics, food production, renewable energy technology and export businesses operate side by side in a modern industrial hub that supports thousands of jobs and creates opportunities for local people and businesses.

Businesses choose to locate here because of its strategic access to road, rail, air and digital infrastructure, attract investment and supporting one of the country's most efficient freight and logistics networks.

A revitalised rail freight corridor and container logistics hub have transformed how goods move through the region. Freight that once relied heavily on trucks is now shifted efficiently by rail, reducing transport emissions, improving resilience and strengthening Taranaki's connection to national and international markets.

What began as an area built on the strength of the energy sector has evolved into a national example of how industrial regions can successfully diversify while protecting jobs and creating new industries.

The area exports expertise, technology and innovation across New Zealand and internationally, positioning Taranaki as a leader in industrial decarbonisation, resilience and industry transition.

Overall, this focus area explores how Puketapu-Bell Block can be more than just an industrial area, evolving into a place where businesses grow, people develop new skills, and innovation creates opportunities for future generations.

Focus Area Map - Taranaki's Centre for Industry, Skills and Innovation



To help support the opportunity to enhance business and industry as well as support tourism for the region further planning is required with business owners, Venture Taranaki, mana whenua and the wider community. Regionally the airport is a gateway for visitors who arrive in Taranaki for business and for leisure.

This map highlights connection opportunities and shows where there are opportunities for enhancement at the Airport, leveraging the Coastal Walkway as a tourism hub and in the industrial zone as an iconic innovation space.



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Goal 5



Have a range of housing choices supported by community facilities

Enable diverse housing at all life stages and provide accessible community facilities that support the Bell Block lifestyle.

Puketapu-Bell Block is a growing residential area, valued for its suburban character, lifestyle and proximity to employment and recreation. However, growth is creating pressure on housing affordability, infrastructure and community facilities.

There is also a need to provide a greater diversity of housing types to meet changing needs, including smaller households, older residents, and opportunities for Puketapu Hapū to live on ancestral land.

“There is not enough housing”

Future growth will be managed to ensure housing is well-located and connected to services, while reinforcing Puketapu-Bell Block’s identity, character, and sense of community. Accessible, well-located community facilities will be essential to supporting the Puketapu-Bell Block lifestyle.

This will help residents meet more of their day to day needs locally, reducing the need to travel, encouraging active transport, and creating vibrant places where people can connect close to home.

Actions

Medium-term (3-10 years)

- » **Community Services (Hauora) Hub** - Support a new multi-service Hauora (health) focused community hub on the coastal side of SH3 with complementary services and conveniences for existing and new housing including aged care facilities.
- » **Emergency Services Hub** - Bring emergency services together in one location to improve response times and keep the community safe. (more information in the following Focus Area section).

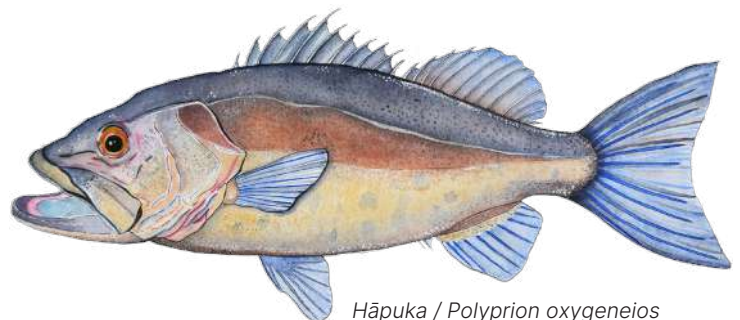
- » **Continue to support Affordable Housing for Older Persons** - Continue to progress Wynard Street construction of additional units and progressing investigations into additional housing and improvements.

Medium to long-term (3-30 years)

- » **Monitor Puketapu-Bell Block Schooling and Education Options** - Work with the Ministry of Education to monitor capacity and demand for schooling options including secondary school and kaupapa Māori education facilities.
- » **Puketapu Growth Area Infrastructure** - Complete planning, design and construction of pipes, roads and other infrastructure needed to support growth in the Puketapu Structure Plan Development Area.
- » **Growth Planning** - Support any further growth by ensuring the right zoning and rules are place. (more information in the following Focus Area section).
- » **Urupā Provision** - Plan for future urupā capacity to meet community and cultural needs.
- » **Puketapu Hapū Marae Precinct** - Strengthen Muru Raupatu as a cultural, educational community, and papakāinga precinct for future generations. (more information in the following Focus Area section).

Long-term (10-30 years)

- » **Halls Strategy and Upgrade Programme** - Improve community halls and develop a long-term plan for their future use and investment.



Hāpuka / *Polyprion oxygeneios*

Map 5 - Key Growth Actions



This map highlights locations for actions listed on the previous page that support **Goal 5**.

- 1 Community Services (Hauora) Hub
- 2 Puketapu-Growth Area Infrastructure
- 3 Halls Strategy and Upgrade Programme
- 4 Puketapu Hapū Marae Precinct

Growth Planning

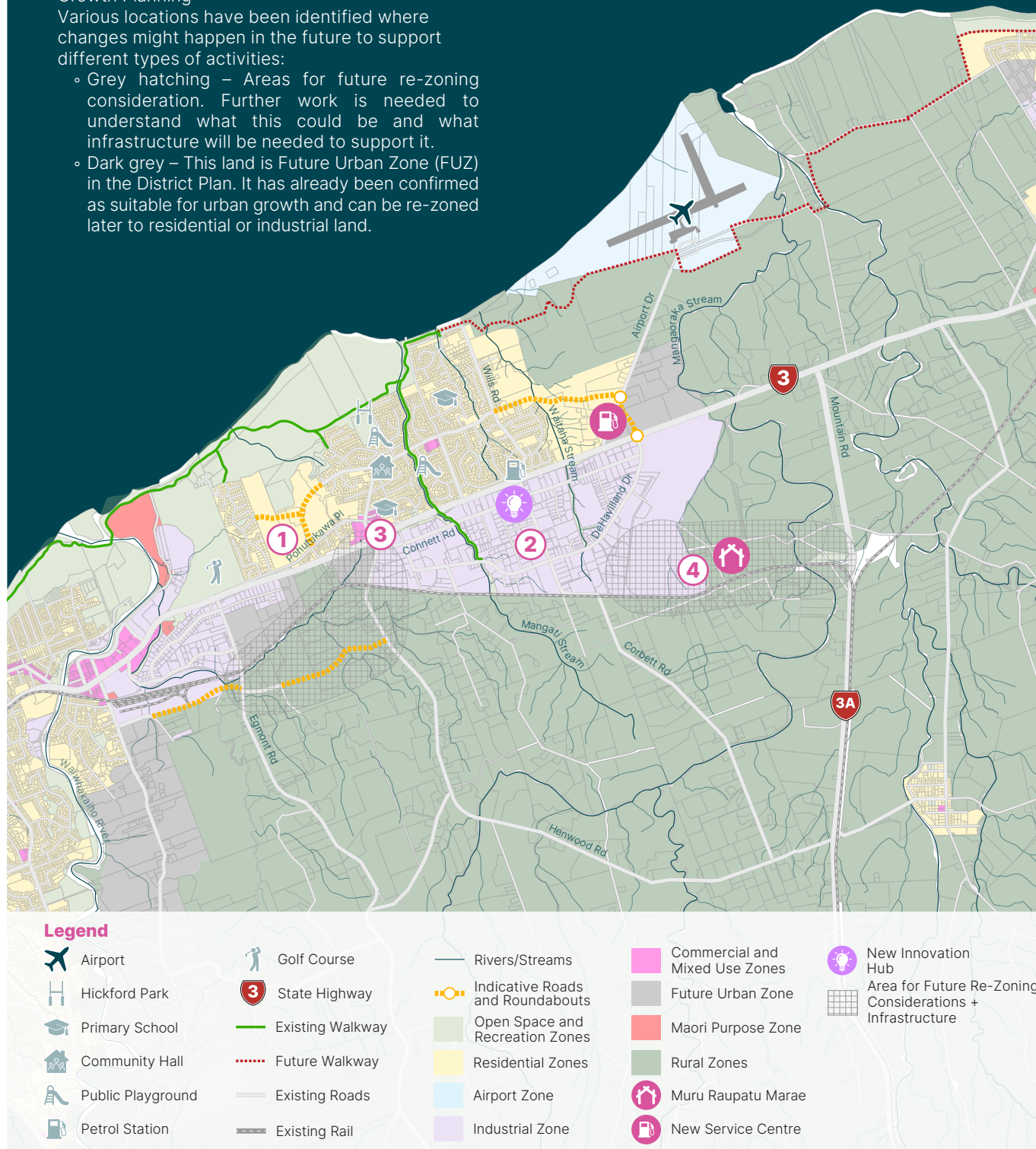
Various locations have been identified where changes might happen in the future to support different types of activities:

- Grey hatching – Areas for future re-zoning consideration. Further work is needed to understand what this could be and what infrastructure will be needed to support it.
- Dark grey – This land is Future Urban Zone (FUZ) in the District Plan. It has already been confirmed as suitable for urban growth and can be re-zoned later to residential or industrial land.

Non-spatial actions:

A few actions listed on the previous page are non-spatial actions. These actions will benefit the wider area and currently are not tied to a specific location. They are:

- Urupā Provision
- Emergency Services Hub
- Monitor Puketapu-Bell Block Schooling and Education Options



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Focus Areas

Puketapu Growth Area

The Puketapu Growth Area represents an opportunity to create a new, well-connected and well-planned area within Puketapu-Bell Block that blends housing, local services, open spaces and infrastructure to support future growth.

The new growth area is located conveniently off SH3 accessed by the new Airport Drive/De Havilland Drive roundabout acting as a northern entrance of Puketapu-Bell Block. This will become a key entrance to the New Plymouth Airport for those arriving by road from the north. The roundabout at SH3 will be complemented by a service centre that supports convenience activities like a service station, drive-through restaurant and takeaways.

A key feature of the growth area will be a new local centre at the intersection of Airport Drive and the Parklands Avenue extension. Anchored by a potential supermarket, the centre could provide shops, services and hospitality that support daily needs residents. This will be like what Bell Block Court and Parklands Shopping Centre offer residents who live nearby. The centre will also be well-designed with consideration to parking, footpaths and landscaping.

Supported by significant investment already underway in transport, water, wastewater, stormwater, parks and open spaces, the Puketapu Growth Area will be well planned to handle growth. New road connections, including the extension of Parklands Avenue, will improve accessibility, linking up with Puketapu-Bell Block, reducing reliance on, and supporting a range of travel choices.

The new development area will provide a variety of housing opportunities. This may include affordable housing as well as some gentle density options like townhouses or terraced housing (by the new centre and along key public transport routes) to ensure the needs of a growing and diverse community can be met. A new park will also be established offering open space for recreational activities, a dog park and a playground where residents can have a space to connect with nature within walking distance of their home.



Existing Puketapu-Bell Block Urban Area



Local Centre Zone

Up to 3 storey mixed-use buildings with shops below and housing above



Possible Medium Density Residential Zone

2-3 storey multi-unit, semi-detached and terraced housing

Source : Signature Homes website



General Residential Zone

1-2 storey detached houses on spacious sections

Source : Signature Homes website



Possible General Residential Zone

1-2 storey detached houses on spacious sections – Yet to be confirmed



Stream Restoration



New Open Space



New Service Centre



Artistic impression of Puketapu Growth Area

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Focus Areas

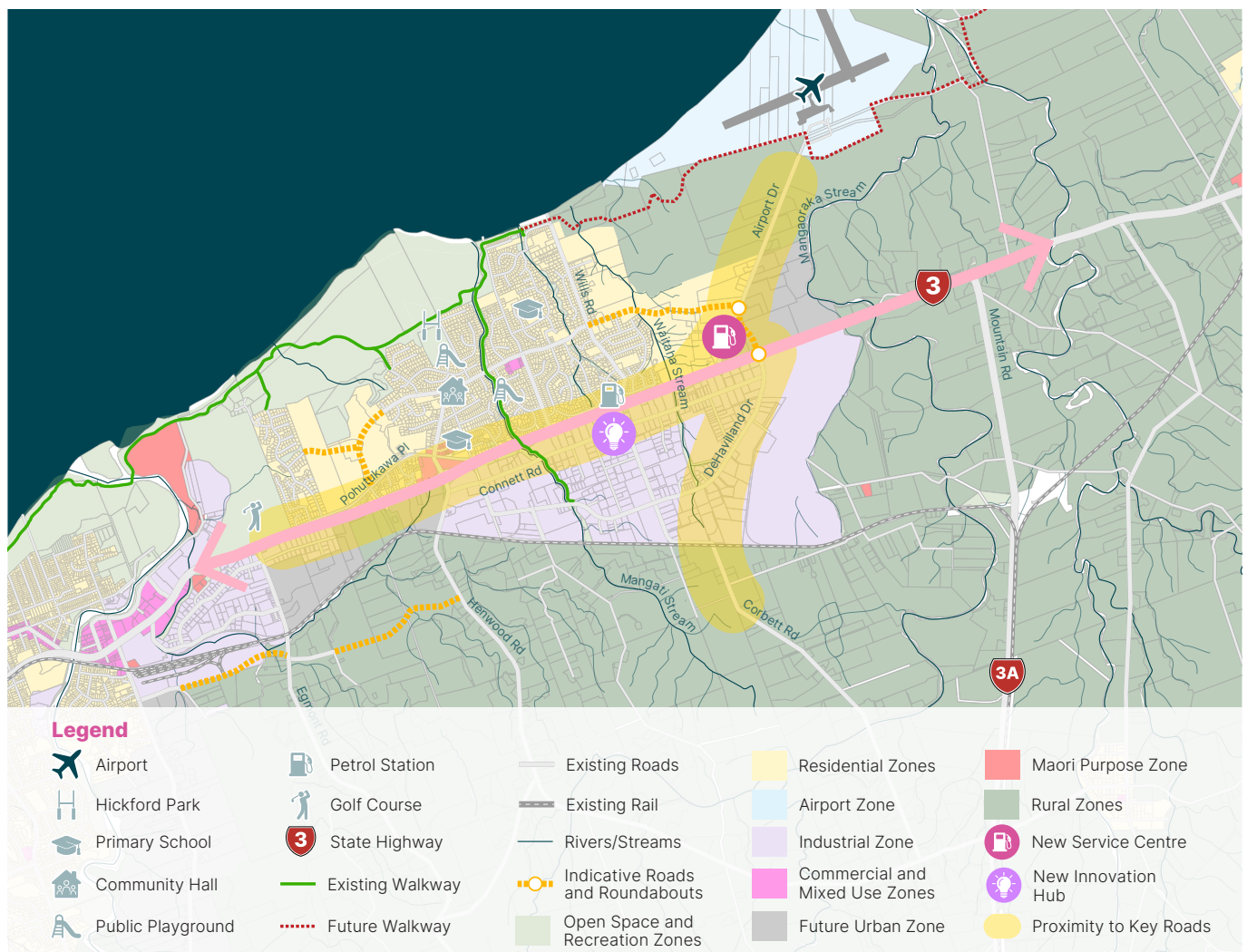
Emergency Services Hub

As Puketapu-Bell Block grows, there is an opportunity to establish a modern Emergency Services Hub based in Puketapu-Bell Block that strengthens community safety and resilience. Bringing ambulance, fire and police services together would support faster emergency response, joint training, and closer coordination during emergencies.

With strong access to SH3 and 3A, a new Emergency Services Hub would become a critical piece of community infrastructure, ensuring emergency services can respond quickly and effectively to both everyday incidents and major emergencies. Areas highlighted in yellow on the following map are the most suitable as they are close to main roads making access to the wider transport network as easy as possible.

The Emergency Hub would be designed to support future growth, with facilities that can respond effectively to industrial or commercial incidents that require specialist emergency equipment and response capabilities. It would also enhance resilience across the wider area by improving response times meeting the needs of a growing population community in Puketapu-Bell Block and the wider area as far as Waitara.

More than an operational facility, the Emergency Services Hub would be an investment in community confidence and wellbeing providing reassurance that help is close at hand when it is needed most.



Puketapu Hapū Marae Precinct

Led by Puketapu Hapū, this focus area centres on the development of a marae precinct on ancestral land, anchored by Muru Raupatu Marae. As a place of identity, belonging and culture, Muru Raupatu is a living centre of Puketaputanga that supports the cultural and social wellbeing of Puketapu-Bell Block.

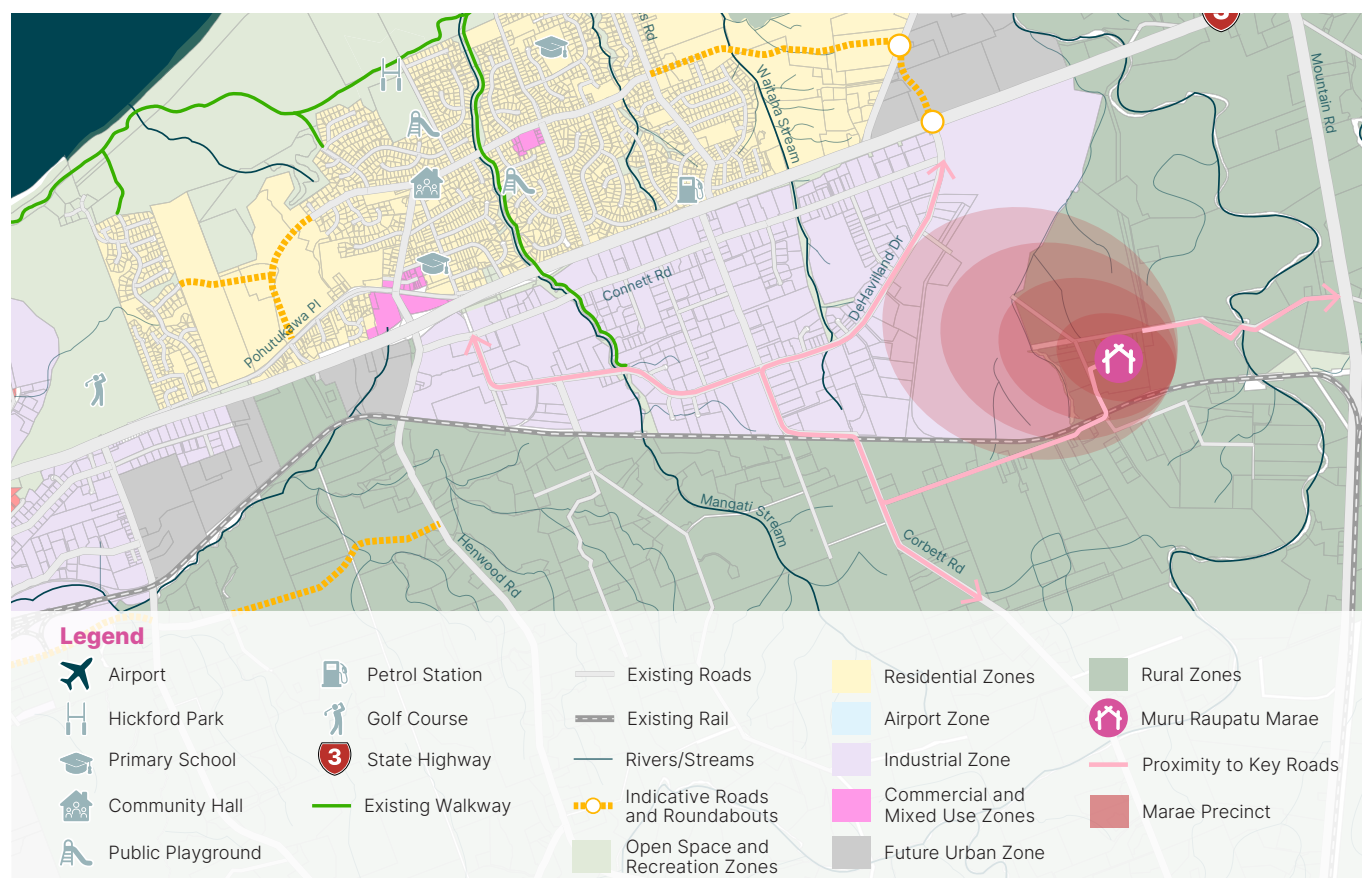
The marae precinct will provide space for cultural, potential educational opportunities, social and community activities, strengthening hapū identity, connection to place for future generations. It will also support tourism, improves connectivity to New Plymouth Airport (as a significant site of significance to Hapū) and the wider cultural landscape.

Strengthening Muru Raupatu as a marae precinct presents an opportunity to create a coordinated and enduring vision for the marae as the heart of the precinct and surrounding land. The map below shows the marae at the centre of the precinct with light pink areas highlighting connected activities. These could include papakāinga living and other

housing opportunities, enhancing connections to culturally significant sites, restoring the natural environment, and creating welcoming spaces that reflect the aspirations of Puketapu Hapū.

A Marae Precinct Master Plan will guide future growth, development and investment, for the area and also identify opportunities for transport and safety upgrades as well as zoning changes. It will also address the relationship between the precinct and surrounding land uses, including improving road safety, access, lighting and pedestrian connections, while mitigating interactions with nearby industrial activities to enable a broader range of future uses.

The area of the precinct will be determined by further work including discussions with neighbouring properties. The map below shows the immediate centre of the precinct as dark pink. The areas in light pink show a wider area with consideration to additional future activities relating to housing and restoration.



What Success Looks Like

In 2055, Puketapu-Bell Block is a thriving coastal community where people feel connected to each other, the environment and the rich history of the area. Growth has strengthened the qualities people value most, creating vibrant neighbourhoods, a strong local economy, healthy natural environments and a distinctive sense of place.

The stories, values and aspirations of Puketapu Hapū are an important part of the area's identity. Te reo Māori, cultural narratives and connections to whenua are reflected in aspects of the built and natural environment, including public spaces, waterways, community facilities and gathering places. Muru Raupatu Marae and surrounding papakāinga are thriving, helping to strengthen cultural identity, community wellbeing and connections between generations.

Children can safely walk or cycle to school, neighbours gather in parks and community spaces, and people can access many of their daily needs close to home. A diverse range of housing allows people to remain in the community through different stages of life, while well-connected neighbourhoods support healthy and active lifestyles.

The Mangati and Waitaha catchments, wetlands and coastline are healthier and more resilient. Restoration efforts have improved water quality, strengthened biodiversity and created a connected network of open spaces that link communities with nature and provide opportunities for recreation, learning and connection.

Puketapu-Bell Block has become a centre for industry, innovation and employment, building on its long history as a place of enterprise and productivity. Strong connections with Te Hono New Plymouth Airport support business growth, tourism and investment, while helping to create opportunities for future generations.

Through careful planning and investment, growth has been supported by the infrastructure, transport networks, community facilities and services people need. Puketapu-Bell Block is recognised as a place where community, culture, industry and the environment thrive together, creating a resilient, prosperous and distinctive future for generations to come.





View of Taranaki Maunga in the distance

10.0 Implementing the Puketapu-Bell Block Spatial Plan | Te Whakatinanatanga o te Mahere

The Implementation Plan sets out the actions needed to deliver the Puketapu-Bell Block Spatial Plan. The actions have been informed by community feedback, engagement with Puketapu Hapū, discussions with stakeholders and landowners, and input from Council technical experts.

The actions identified are a starting point and are subject to Council funding and budget decisions. Several actions may also require a review of existing zoning and planning provisions before they can proceed.

Unless otherwise stated, Council will lead the delivery of actions working with stakeholders

identified throughout the plan. Some actions may be delivered through existing work programmes while others will require future funding decisions, partnerships or external support. Unless otherwise known, funding/ costs for external actions listed are unknown.

The Implementation Plan will be reviewed and updated over time to reflect progress, changing priorities, and funding decisions.

Note: Some actions may require land supply analysis and a review of planning provisions and zoning before they can be progressed.

2040 Marks the 200-year Anniversary of Te Tiriti o Waitangi.

As a significant milestone in the life of this spatial plan, it will provide an opportunity for Puketapu Hapū, Council and the wider community to reflect on progress, celebrate achievements, and consider future aspirations for Puketapu-Bell Block.

Coastal walkway near The Links



Goal 1



Protect the natural environment and open spaces

Funding Key

BAU	Business as Usual - Delivered through existing Council work programmes
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EF	Externally Funded - No cost to Council

Indicative Cost

\$	Low - Can generally be delivered through existing budgets or business-as-usual activities
\$\$	Medium - Requires additional Council budget allocation or targeted investment
\$\$\$	High - Requires significant investment, partnerships or staged delivery
\$\$\$\$	Very high - Major projects likely to require substantial investment, external funding, land acquisition and/or long-term partnerships

	Planning		Delivery		Partnership		Quick Wins		High Priority		Medium Priority		Low Priority
	On-going High Priority		On-going Medium Priority		On-going Low Priority								

Action 1.1 - Te Tai o Maru – Awa Restoration Programme A programme to restore the health, water quality, and biodiversity of waterways.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$	
Projects						
	» Create Stream/Awa Restoration Design Guidelines to establish 'best practice' development and landscape management standards.				\$ BAU	✓
	» Work with NZTA and other central government agencies to complete Mangati historic landfill remediation.			●	\$\$\$ UF	
	» Investigate opportunities for new and upgraded play spaces and improvements to rest areas.	●			BAU	
	» Restore a section of the Mangati Stream through targeted planting.	●			\$ UF	✓
	» NPDC to complete medium-term planting programme of Mangati and other local tributaries.		●		\$\$ UF	
	» Signage at awa bridge crossings to acknowledge tributary and identity.	●			\$ UF	✓
	» Upgrade to Mangati Pump Station.	○			\$\$\$ LTP	
	» Developers to work in partnership with NPDC and hapū to complete restoration planting of the Waitaha.				\$\$ CF	
	» Puketapu Hapū to explore establishment of a Hapū owned and operated native nursery to eco-source.		●		EF	
	» NPDC to work with Puketapu Hapū to explore opportunities for Co-Management Planning within select reserves.		●		BAU	
	» TRC to review new discharge consents (into streams/awa) are in line with best practice.				EF	
Action Lead: NPDC Action Partners: Puketapu Hapū Stakeholders: Taranaki Regional Council, Wild for Taranaki, Adjoining landowners and businesses, Ministry for the Environment (now MCERT)						

Action 1.2 - Landscape and Ecological Enhancements A programme to celebrate and restore natural, cultural and ecological landscapes.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Identify opportunities to extend ecological corridors such as Parklands and utilise opportunities like 'Planting our Place' initiatives.				\$ BAU
	» Consider opportunities to complete native planting and enhancements of Council-owned rest areas.				\$ BAU
	» Targeted preventative vegetation management at Mangati E and Hickford Park to reduce fire risk.				\$ LTP
	» SH3 road reserve native planting (site across the road from Airport Drive Intersection).				\$ LTP
	» Plant and enhance open space areas identified through planning work.				UF
Action Lead: NPDC Action Partners: Puketapu Hapū, Puketapu-Bell Block Community Board and Taranaki Regional Council Stakeholders: Wild for Taranaki, Adjoining landowners and businesses					

Action 1.3 - Hickford Park Development Plan Develop long-term plan to guide the future use, protection and enhancement of Hickford Park.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Work with the sporting community and the wider community: » Confirm and implement what is needed to improve management practices of Hickford Park » Identify improvements to infrastructure.				\$ BAU
	» Puketapu Hapū to work with Council on long term management of Hickford Park as an area of cultural significance.				\$ BAU
Action Lead: NPDC Action Partners: Puketapu Hapū and Puketapu-Bell Block Community Board Stakeholders: Sport Taranaki, Sporting Codes, Taranaki Regional Council, Wild for Taranaki					

Action 1.4 - Coastal Restoration and Resilience Programme Plan for the long-term restoration, protection and resilience of the Puketapu-Bell Block coastline.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» NPDC to work with residents living on the coastal edge, Te Hono New Plymouth Airport (PRIP) to complete a masterplan.				\$ BAU
	» NPDC to investigate feasibility of Bell Block Beach access infrastructure improvements.				\$ LTP
	» NPDC to replace existing car parking barriers, and add accessibility parking, outdoor shower and seating.				\$ LTP
	» Upgrade Tiromoana Crescent through walkway extension construction.				\$ LTP
	» Puketapu Hapū to lead Coastal Restoration Study.				EF
Action Lead: NPDC and Puketapu Hapū Action Partners: Puketapu-Bell Block Community Board Stakeholders: Taranaki Regional Council, New Plymouth Airport, Wild for Taranaki, Adjoining landowners and businesses					

Planning
 Delivery
 Partnership
 Quick Wins
 High Priority
 Medium Priority
 Low Priority

On-going High Priority
 On-going Medium Priority
 On-going Low Priority

Action 1.5 - Restoring Puketapu Significant Connection and Relationship to Mangati E Progress Puketapu Hapū aspirations for the return of Mangati E.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Working with Puketapu Hapū, NPDC to continue to progress Mangati E workstream.				\$ LTP
Action Lead: NPDC Action Partners: Puketapu Hapū (primary partner and kaitiaki), Taranaki Regional Council (co-funding and catchment management support), Central government agencies (MCERT) Stakeholders: Bell Block Community and Community Organisations					

Action 1.6 - Play and Open Space Opportunities		Short Term	Medium Term	Long Term	\$
Create play and open spaces within the Puketapu Structure Plan Development Area, integrated with natural and cultural values alongside Puketapu Hapū.		(0-3yrs)	(3-10yrs)	(10-20yrs)	
Projects					
	» Identify vacant Council open space and explore new and upgraded play spaces.				\$ BAU
	» Work with the community to ensure that new open space meetings the needs of wider users.				\$ LTP
	» Prepare a detailed open space concept plan for the new Puketapu Structure Plan Development Area open space.				\$ BAU
	» Implement improvements to play space network.				\$\$ LTP
	» Create a new open space within the Puketapu Structure Plan Development Area.				\$\$\$ LTP
	» Work with the community, Puketapu Hapū and the Community Board to determine other open spaces that may be appropriate for enhancement, i.e. rest areas and play equipment.				\$ UF
Action Lead: NPDC and Puketapu Hapū					
Action Partners: Puketapu-Bell Block Community Board					
Stakeholders: Taranaki Regional Council, New Plymouth Airport, Wild for Taranaki, Adjoining landowners and businesses					

Goal 2



Have connected local centres that flourish

Funding Key

BAU	Business as Usual - Delivered through existing Council work programmes
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EF	Externally Funded - No cost to Council

Indicative Cost

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\$\$	Medium - Requires additional Council budget allocation or targeted investment
\$\$\$	High - Requires significant investment, partnerships or staged delivery
\$\$\$\$	Very high - Major projects likely to require substantial investment, external funding, land acquisition and/or long-term partnerships

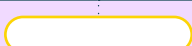
	Planning		Delivery		Partnership		Quick Wins		High Priority		Medium Priority		Low Priority
	On-going High Priority		On-going Medium Priority		On-going Low Priority								

Action 2.1 - Bell Block Court Streetscape Improvements Upgrade Bell Block Court to create a more attractive, pedestrian-friendly main street environment.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$	
Projects						
	» Using work already completed, design street upgrades along Bell Block Court and to calm traffic, prioritise pedestrians and enhance the street environment.				\$ UF	✓
	» Engage with the community to confirm upgrade design.				\$ BAU	
	» Construction of street upgrades.				\$\$\$ UF	
Action Lead: NPDC Action Partners: NZTA Stakeholders: Puketapu Hapū, Puketapu-Bell Block Community Board, Bell Block School, Local businesses, Sport Taranaki, Bell Block Aquatic Centre						

Action 2.2 - Community Centre/Library Development Develop a new community centre/library that provides spaces for learning, recreation, meetings and community connection, along with public toilets accessible during open hours. There is an opportunity to partner with local business and developer to co-fund this action.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$	
Projects						
	» Confirm scope and requirements for community centre/library, including public toilets and meeting rooms.				\$ LTP	
	» Engage with the community to ensure new facility is designed adequately for the needs of the community.				\$ BAU	
	» Build Community Centre/Library.				\$\$\$\$ UF	
	» NPDC to work in partnership as a joint venture to progress Community Centre/Library.				\$ BAU	
	» NPDC to secure external funding as part of a joint venture (public-private partnership) to progress with design and construction.				CF	
Action Lead: NPDC Action Partners: Puketapu Hapū and Landowners/ business owners (as part of joint venture) Stakeholders: Bell Block Primary School, Local businesses, Sport Taranaki, Bell Block Aquatic Centre, Public and Private Partnerships						

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Action 2.3 - Aquatic Centre Upgrade Upgrade the Bell Block Aquatic Centre to improve accessibility, services and year-round community use.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Bell Block Aquatic Centre to confirm additional services, confirm scope of upgrades and complete any planning and design worked needed for upgrades. » Bell Block Aquatic Centre to confirm funding needed to complete upgrades. <i>*Note that the Bell Block Aquatic Centre is not an NPDC owned, managed and maintained facility.</i>				\$ EF
	» Bell Block Aquatic Centre to complete physical upgrades of facilities.				\$\$\$\$ EF
	» NPDC to provide support/advice to Bell Block Aquatic Centre relating to planning and operational expertise.				\$ BAU
Action Lead: NPDC Action Partners: Puketapu Hapū and Landowners/ business owners (as part of joint venture) Stakeholders: Bell Block Primary School, Local businesses, Sport Taranaki, Bell Block Aquatic Centre, Public and Private Partnerships					

Action 2.4 - Parklands Shopping Centre Revitalisation Supporting a vibrant mixed-use community hub with expanded health, education and support services.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Parklands Shopping Centre owners to complete master planning to plan future layout and aspirations of the centre.				EF
	» Parklands Shopping Centre Owners to complete upgrades to Centre.				EF
	» NPDC to provide support to Parklands Shopping Centre owner in future master planning or advice.				\$ BAU
Action Lead: Parklands Shopping Centre Owner Stakeholders: NPDC, Puketapu Hapū, Private investors and business operators, Public and Private Partnerships					

Action 2.5 - Puketapu Structure Plan Development Area Local Centre Create a new neighbourhood centre providing shops, services and community facilities for future residents.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Complete Plan Change 2 rezoning processes for the local centre.				\$ LTP
	» Review appropriateness of medium density residential zoning surrounding the local centre.				\$ BAU
	» Develop Parklands Avenue placemaking street design concept adjacent to the local centre.				\$ UF
	» Construct Parklands Avenue placemaking street design.				\$\$\$ UF
	» Work with landowners, developers and commercial partners to facilitate future development and investment of the new local centre.				\$ BAU
Action Lead: NPDC Action Partners: Existing landowners, Supermarket developers/operators, NZTA Stakeholders: Puketapu Bell Block Community Board, Puketapu Hapū, Public and Private Partnerships					

 Planning
  Delivery
  Partnership
  Quick Wins
  High Priority
  Medium Priority
  Low Priority

 On-going High Priority
  On-going Medium Priority
  On-going Low Priority

Action 2.6 - Identity, Design and Placemaking Guide Develop a shared identity, design and placemaking guide that celebrates local history, culture and landscape values.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Work with Puketapu Hapu and the wider community to develop an identity, design and placemaking guide.				\$ UF
	» Seek funding to implement enhancements.				\$ BAU
	» Apply guidance to planned parks, streetscapes and developments.				\$\$\$ UF
Action Lead: NPDC Action Partners: Puketapu Hapū Stakeholders: Puketapu–Bell Block Community Board, Local community groups and residents, Historical societies / heritage groups, Venture Taranaki					

Goal 3



Make it easy and safe to get around

Funding Key

BAU	Business as Usual - Delivered through existing Council work programmes
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Indicative Cost

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\$\$\$	High - Requires significant investment, partnerships or staged delivery
\$\$\$\$	Very high - Major projects likely to require substantial investment, external funding, land acquisition and/or long-term partnerships

Planning	Delivery	Partnership	Quick Wins	High Priority	Medium Priority	Low Priority
On-going High Priority	On-going Medium Priority	On-going Low Priority				

Action 3.1 - Complete the Coastal Walkway Extension from Puketapu-Bell Block to Waitara Create a continuous active transport and recreation link between Puketapu-Bell Block and Waitara.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Confirm remaining engineering design and construction methodology (including confirmed route).				\$ LTP
	» Completion of remaining walkway sections between Waiongana Stream ,Tiromoana Crescent and surrounds.				\$\$\$\$ LTP
	» Continue to work with Puketapu Hapū and landowners.				\$ BAU
Action Lead: NPDC Action Partners: NZTA and Puketapu Hapū Stakeholders: Adjoining landowners and businesses, Taranaki Regional Council					

Action 3.2 - Public Transport Options Investigations		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Investigate future bus, park-and-ride and rail options to improve transport choice and accessibility.					
Projects					
	» Complete investigations for park and ride facilities to support the bus network.				\$ BAU
	» Complete commuter rail investigation to understand demand and feasibility/ cost in relation to scale of investment and population of the district.				\$ BAU
	» Monitor and evaluate 2026 changes to the Bell Block bus route. Work with Taranaki Regional Council to make improvements where needed.				\$ BAU
Action Lead: NPDC Action Partners: NZTA and Taranaki Regional Council Stakeholders: Community, Puketapu-Bell Block Community Board, Public Transport Advocacy Groups, rest homes, students, local bus users.					

 Planning
  Delivery
  Partnership
  Quick Wins
  High Priority
  Medium Priority
  Low Priority

 On-going High Priority
  On-going Medium Priority
  On-going Low Priority

Action 3.3 - State Highway Interface Projects Improve key SH3 intersections and connections to reduce congestion and improve safety.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» NPDC to work with NZTA on feasibility of options/ solutions to resolve congestion and safety at: » Henwood Interchange » Egmont Road and SH3 Intersection » Wills Road and SH3 Intersection » SH3 Alternative Southern Local Road Connection				\$ \$ UF
	» De Havilland/Airport Drive and Roundabout » Airport Drive/ Parklands Roundabout.				\$\$\$\$ LTP
	» Construction of identified solutions confirmed in feasibility studies.				TBD
Action Lead: NPDC Action Partners: NZTA, Puketapu-Bell Block Community Board Stakeholders: Community, Transport/ Freight Businesses, Industrial zone etc					

Action 3.4 - Walking and Cycling Improvement Identify and deliver safer walking and cycling connections between homes, schools, centres and open spaces		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Complete a footpath gap analysis and confirm opportunities to improve connections in the catchment.				\$ BAU
	» Complete Nugent and Parklands cycle infrastructure engineering and design.				\$ BAU
	» Upgrade Nugent and Parklands to accommodate appropriate cycling infrastructure.				\$\$\$ LTP
	» Improve walking connections at Pohutukawa Place through footpath and drainage improvements.				\$ LTP
	» Enhance safety and connectivity between Mangati Walkway and Parklands Ave pedestrian crossing.				\$ LTP
Action Lead: NPDC Action Partners: Puketapu Hapū and Puketapu-Bell Block Community Board Stakeholders: Community					

 Planning
  Delivery
  Partnership
  Quick Wins
  High Priority
  Medium Priority
  Low Priority

 On-going High Priority
  On-going Medium Priority
  On-going Low Priority

Action 3.5 - Parklands East and West Connections		Short Term	Medium Term	Long Term	\$
Create new roads, walking and cycling links that improve local connections and reduce reliance on SH3.		(0-3yrs)	(3-10yrs)	(10-20yrs)	
Projects					
	» Finalise detailed design/engineering of Parklands Avenue to Airport Drive.				\$ LTP
	» Initiate and complete land acquisition process to purchase land needed for the construction of Parklands Avenue to Airport Drive.				\$\$\$ LTP
	» Build roading infrastructure and waters connections – Parklands Avenue to Airport Drive.				\$\$\$\$ LTP
	» Work with Puketapu Hapū and developers to ensure that infrastructure is designed appropriately.				\$ BAU
	» Developers to finalise and build detailed design/ engineering of Parklands Avenue to Pohutukawa Place and The Links. NPDC to assist to ensure appropriate engineering and design.				\$ BAU
Action Lead: NPDC (Parklands to Airport Drive) and developers (Parklands to Pohutukawa Place and The Links) Action Partners: NZTA, Developers and Puketapu Hapū Stakeholders: Puketapu-Bell Block Community Board, Puketapu Hapu, Community and residents, Taranaki Regional Council					

Goal 4



Support jobs and industry

Funding Key

BAU	Business as Usual - Delivered through existing Council work programmes
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Planning	Delivery	Partnership	Quick Wins	High Priority	Medium Priority	Low Priority
On-going High Priority	On-going Medium Priority	On-going Low Priority				

Action 4.1 - Shaping Southern Puketapu-Bell Block

Enhance the mountain side of Puketapu-Bell Block to become a better connected, sustainable and future-focused area that supports employment, economic growth, rural communities and the aspirations of Te Ātiawa and Puketapu Hapū.

Projects

Action 4.1 - Shaping Southern Puketapu-Bell Block		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Enhance the mountain side of Puketapu-Bell Block to become a better connected, sustainable and future-focused area that supports employment, economic growth, rural communities and the aspirations of Te Ātiawa and Puketapu Hapū.					
Projects					
	» Review the provision of industrial land supply across the region.				\$ LTP
	» Review planning frameworks, zoning, infrastructure requirements and funding mechanisms to support implementation of the master plan for 228 De Havilland Drive.				\$\$\$ LTP
	» Design Waitaha Stream underpass connecting the coastal side and mountain side of SH3.				\$ LTP
	» Review rural roads south of De Havilland Drive to establish whether upgrades are required to safely connect to and through the industrial area as it grows.				\$ BAU
	» Enhance the Mangati Stream underpass with a mural.				\$ UF
	» Build SH3 under/ overpass at the Waitaha Stream.				\$ UF
	» Deliver public realm enhancements including footpaths, cycle routes and landscaping to support businesses.				\$ UF
	» Upgrade rural roads south of De Havilland Drive to support the rural community.				\$ UF
	» NPDC and Taranaki Regional Council to work with Puketapu Hapū and industrial businesses to improve natural environment outcomes (water, planting, retaining and restoring habitat for biodiversity).				\$ BAU
	» Puketapu Hapū and Te Kotahitanga o Te Ātiawa to complete master planning of 228 De Havilland Drive. NPDC to provide guidance if required.				\$ BAU

Action Lead: NPDC

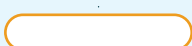
Action Partners: Venture Taranaki

Stakeholders: Taranaki Regional Council, Puketapu-Bell Block Community Board, Te Kotahitanga o Te Ātiawa, Puketapu Hapū, landowners and developers, local businesses and industry, infrastructure providers, Taranaki Alliance, NZTA, Apprenticeships and Training Programmes and Academies

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Action 4.2 - Industrial Innovation, Skills and Employment Hub Explore an industrial and innovation hub that strengthens workforce capability, supports business innovation, promotes apprenticeships and training opportunities, and creates pathways to skilled employment.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Identify and zone a location along or in the vicinity of Connett Road for a local centre, ideally housing the industrial and innovation hub.				\$\$ UF
	» Identify opportunities for improved infrastructure that would support a potential hub at Connett Road - footpaths, safer cycle routes and potentially street trees.				\$ BAU
	» Build infrastructure needed to support an innovation hub.				\$\$\$ UF
	» Market led implementation of hub infrastructure – office, retail and training space.				EF
Action Lead: NPDC Action Partners: Venture Taranaki Stakeholders: Taranaki Regional Council, Puketapu-Bell Block Community Board, Te Kotahitanga o Te Atiawa, Puketapu Hapū, landowners and developers, local businesses and industry, infrastructure providers, Taranaki Alliance, NZTA, Apprenticeships and Training Programmes					

Action 4.3 - Rail Freight and Logistics Enablement Protect and enhance rail to support efficient movement of goods by rail to reduce reliance on road transport.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Symons to continue working with Kiwi Rail to enhance new rail freight and centralised container terminal.				\$\$ EF
	» Symons to consider long-term master planning of rail operations.				
	» NPDC to assist Symons and Kiwi Rail with enabling long-term activities through the regional spatial plan.				\$ BAU
	» Venture Taranaki to continue to work with Symons and support connecting other businesses to ensure efficiency of freight transportation.				\$ BAU
Action Lead: Symons and Kiwi Rail Action Partners: Venture Taranaki Stakeholders: NPDC, Taranaki Regional Council, transport and freight businesses, Western Carriers Association, Chamber of Commerce, Puketapu-Bell Block					

Action 4.4 - Market Leader in a Diversifying, Growing and Resilient Economy Support economic growth and diversification by enabling sustainable infrastructure, and long-term resilience within the industrial area.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» NPDC to consider opportunities to enable installation of solar and other energy alternatives through planning mechanisms.				\$ BAU
	» Venture Taranaki to continue to progress Tapuae Roa (Taranaki Economic Development Strategy) with consideration to Puketapu-Bell Block.				\$ LTP
	» TRC to complete Energy Precinct Study to determine future demand and potential supply. Work to determine if any further opportunities can be implemented within the industrial zone.				\$\$\$ EF
Action Lead: Venture Taranaki Action Partners: NPDC, Taranaki Regional Council Stakeholders: Puketapu Bell Block Community Board, Industrial Businesses, Industrial Landowners, Chamber of Commerce, Taranaki Regional Council, Utility Operators					

Action 4.5 - New Plymouth Airport Support Services Hub Support the growth of the airport precinct as a gateway, employment hub and centre for business and tourism.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» NPDC to assist with planning expertise where needed to support development of aspirations to future plans for enhancements/ expansion at the Airport.				\$ BAU
	» Venture Taranaki support Airport based current and future business ventures.				\$ EF
Action Lead: PRIP Action Partners: Puketapu Hapū, Venture Taranaki, NPDC Stakeholders: Community, NPDC, Tourism related businesses, Puketapu-Bell Block Community Board					

Goal 5



Have a range of housing choices supported by community facilities

Funding Key

BAU	Business as Usual - Delivered through existing Council work programmes
LTP	Included in current Long-Term Plan processes
UF	Unfunded - Budget not yet allocated
CF	Co-funded - Financial support provided by organisations outside of Council or cost shared
EF	Externally Funded - No cost to Council

Indicative Cost

\$	Low - Can generally be delivered through existing budgets or business-as-usual activities
\$\$	Medium - Requires additional Council budget allocation or targeted investment
\$\$\$	High - Requires significant investment, partnerships or staged delivery
\$\$\$\$	Very high - Major projects likely to require substantial investment, external funding, land acquisition and/or long-term partnerships

Planning	Delivery	Partnership	Quick Wins	High Priority	Medium Priority	Low Priority
On-going High Priority	On-going Medium Priority	On-going Low Priority				

Action 5.1 - Monitor Puketapu-Bell Block Schooling and Education Options		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Continue to work with the Ministry of Education to monitor capacity and demand for schooling options for Puketapu-Bell Block students including a secondary school and kaupapa Māori education facilities.					
Projects					
	» Continue to monitor population growth within the district.				\$ BAU
	» Continue to meet with the Ministry on a regular basis and discuss data and opportunities relating to education.				\$ BAU
	» Te Atiawa and Puketapu Hapū to work with the ministry to explore Māori education aspirations.				EF
Action Lead: Ministry of Education Action Partners: NPDC, Te Kotahitanga o Te Atiawa, Puketapu Hapū Stakeholders: Puketapu-Bell Block Community Board, Taranaki Regional Council, Bell Block community and youth					

Action 5.2 - Growth Planning		Short Term	Medium Term	Long Term	\$
Support growth while ensuring infrastructure, services and the facilities communities need are in place.		(0-3yrs)	(3-10yrs)	(10-20yrs)	
Projects					
	» Confirm where to apply standardised zones (provided by the government as part of Response to Resource Management Reform) and incorporate into Land use Plan.				\$ BAU
	» Align Council infrastructure projects with development and utility providers.				\$ BAU
	» Engineering and design for increased Wastewater Capacity and Resilience Upgrade (Inglewood & Bell Block connection).				\$\$ LTP
	» Continue to work with Puketapu Hapū to provide guidance to developers.				\$ BAU
	» NPDC to work with Taranaki Housing Trust and other housing advocacy organisations to assist with exploring mechanisms to promote affordable housing opportunities.				\$\$ UF
	» NPDC to work with developers for coordinated alignment of infrastructure servicing at time of subdivision.				\$ BAU
Action Lead: NPDC Action Partners: Puketapu Hapū Stakeholders: Ministry of Housing and Urban Development, Kāinga Ora, Taranaki Housing Initiative Trust, Kau Uru Ora and community housing providers, Developers and landowners, Infrastructure providers					

Action 5.3 - Puketapu Growth Area Infrastructure Complete planning, design and construction of pipes, roads and other infrastructure needed to support growth in the Puketapu Structure Plan Development Area.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Complete engineering and design plans and land purchase needed for the structure plan area (to support infrastructure needed).				EF
	» Complete construction and implementation of: » Parklands Avenue Extension – Puketapu Sewer Main » Water Supply Upgrades for the new development area » New open space/ park for Puketapu development area				\$\$\$\$ LTP
	» Continue to work with Puketapu Hapū to provide guidance to developers.				\$ BAU
	» NPDC to work with developers for coordinated alignment of infrastructure servicing at time of subdivision.				\$ BAU
Action Lead: NPDC Action Partners: Landowners, Puketapu Hapū Stakeholders: Developers and landowners, Infrastructure providers, Taranaki Regional Council					

Action 5.4 - Urupā Provision Plan for future urupā capacity to meet community and cultural needs.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Review and complete required planning and zoning actions to implement change to support growth.				\$ BAU
	» Consider opportunities to create safe walking connections between Marae and Urupā.				\$\$ UF
	» Work with mana whenua in the area to understand future needs.				\$ BAU
Action Lead: NPDC Action Partners: Te Kotahitanga o Te Ātiawa and Puketapu Hapū Stakeholders: Community					

Action 5.5 - Halls Strategy and Upgrade Programme Improve community halls and develop a long-term plan for their future use and investment.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$	
Projects						
	» Work with Bell Block School and community to understand aspirations for long term use as a Council owned facility.				\$ BAU	
	» Upgrades of Fred Tucker Hall – Wi-fi, lighting, heating and basic presentation technology.				\$\$ UF	
Action Lead: Te Kotahitanga o Te Ātiawa and Puketapu Hapū Action Partners: NPDC Stakeholders: NZTA, Marae neighbours, Taranaki Regional Council						

Action 5.6 - Puketapu Hapū Marae Precinct Strengthen Muru Raupatu as a cultural, educational, community, and papakāinga precinct for future generations.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Puketapu Hapū and Te Atiawa to complete master planning of 228 De Havilland Drive.				EF
	» NPDC to work with Puketapu Hapū to: » Assist with planning and design of connections to and from the marae precinct, includes traffic calming measures and road upgrades along Te Arei Road which provide for marae activities » Seek co-funding from NZTA to implement safety upgrades to the rural network to support the precinct once interventions are determined. » Assist with targeted re-zoning (as required)				\$ UF
Action Lead: Te Atiawa and Puketapu Hapū Action Partners: NPDC Stakeholders: NZTA, Marae neighbours, Taranaki Regional Council					

Action 5.7 - Emergency Services Hub Bring emergency services together in one location in Puketapu-Bell Block to improve response times and keep the community safe.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» FENZ New Plymouth to continue to seek funding from central government to design and build an appropriately sized Fire and Emergency facility.				EF
	» NPDC to support FENZ to identify suitable locations to establish a Fire and Emergency facility.				\$ BAU
Action Lead: Fire and Emergency NZ Action Partners: NPDC, Central Government Agencies Stakeholders: Puketapu-Bell Block Community Board, Puketapu Hapū, the Community, Industrial businesses					

Action 5.8 - Community Services Hub Support a new multi-service Hauora (health) focused community hub on the coastal side of SH3 with complementary services and conveniences for existing and new housing including aged care facilities.		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Projects					
	» Developer to complete planning, design and consents.				EF
	» Developer to complete construction.				EF
	» NPDC to provide planning assistance (if required).				\$ BAU
	» Developer to work in partnership with health organisations.				EF
Action Lead: Developer Action Partners: Puketapu Hapū, Health Care Providers					

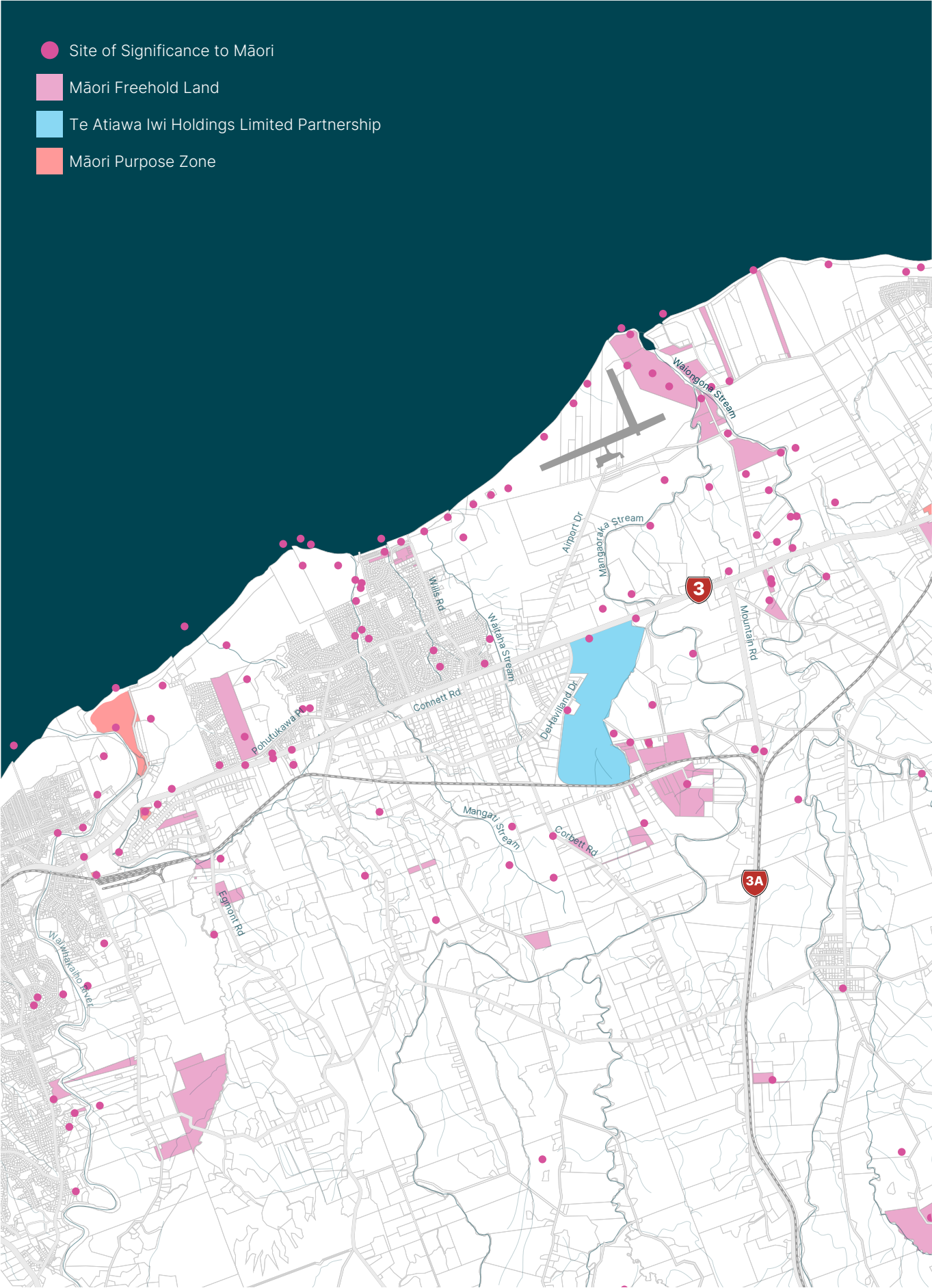
Action 5.9 - Continue to support Affordable Housing for Older Persons		Short Term (0-3yrs)	Medium Term (3-10yrs)	Long Term (10-20yrs)	\$
Continue to progress Wynard Street construction of additional units and progressing investigations into additional housing and improvements.					
Projects					
	» Continue to progress investigations for additional housing for older persons.				EF
	» Complete land acquisitions needed for future use for new units.				EF
	» Build 12 new units at Wynard Street.				EF
	» Build additional new units if identified in the future.				EF
	» Continue to work in partnership with affordable housing organisations to explore opportunities including joint ventures and funding.				\$ BAU
Action Lead: NPDC					
Action Partners: Abbeyfield and Taranaki Housing					



Piwakawaka /
Rhipidura fuliginosa

11. Appendices | Ngā Tāpiritanga

Appendix A - Map Showing Key Cultural Land Interests and Development Consideration



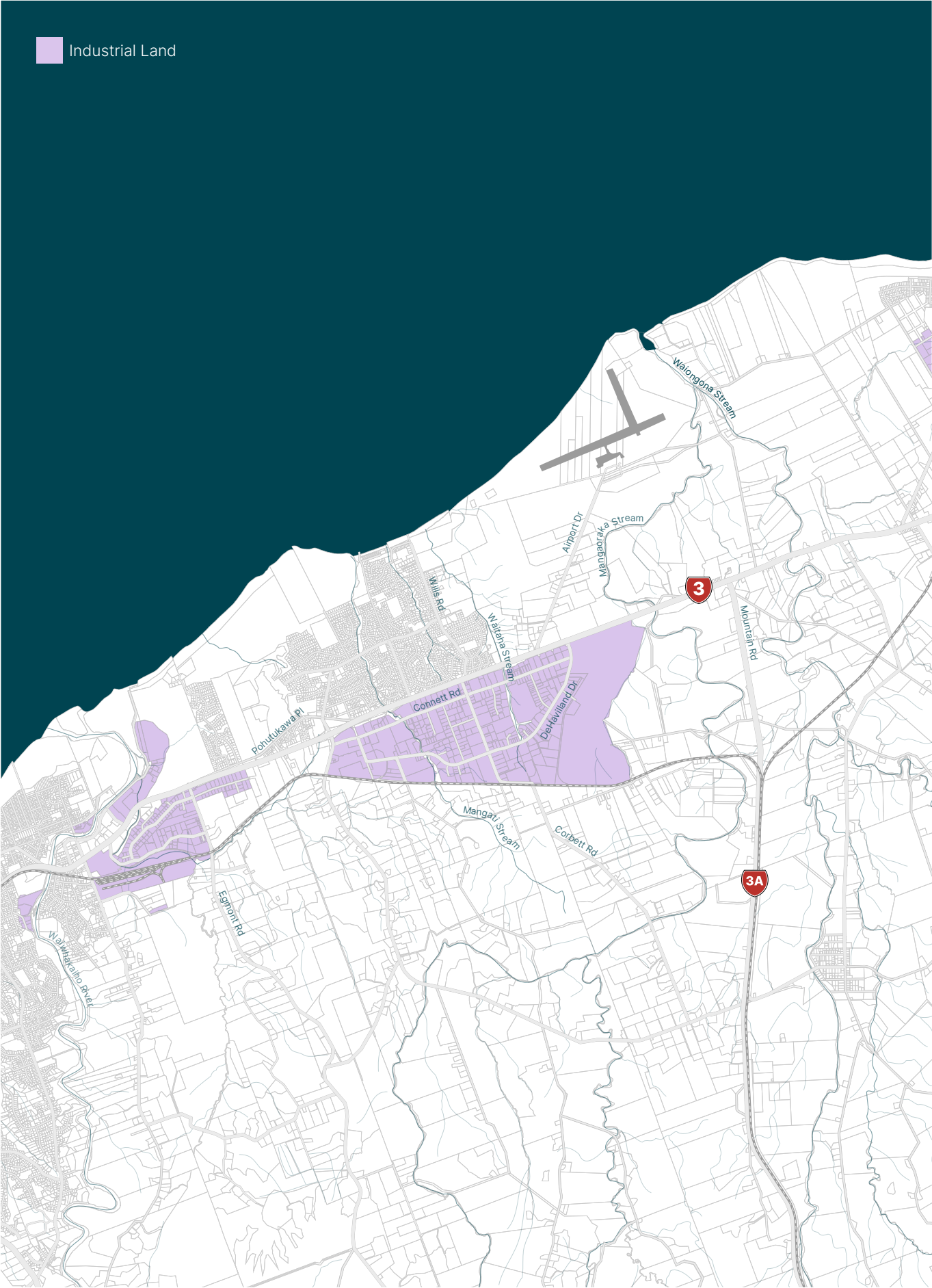
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This map illustrates various coastal hazards in the Waikato region. The legend identifies four categories:

- Stormwater Flooding Area:** Represented by blue shading, primarily located along the coastline and near urban areas.
- Coastal Flooding Hazard Area:** Represented by orange shading, indicating areas at risk of flooding from the sea.
- Coastal Erosion Hazard Area:** Represented by yellow shading, showing areas where coastal erosion is a significant concern.
- Possible Liquefaction Risk:** Represented by light blue shading, highlighting areas with potential ground instability during seismic events.

The map also shows the Waikato River, Waikato Airport, and several roads including Connell Rd, Mangaroa Stream, and Waikato River. The Waikato River is shown flowing through the region, with its mouth near the Waikato Airport. The Waikato Airport is located near the intersection of Connell Rd and Mangaroa Stream. The Waikato River flows from the north towards the south, with its mouth near the Waikato Airport. The Waikato River is shown flowing through the region, with its mouth near the Waikato Airport. The Waikato River is shown flowing through the region, with its mouth near the Waikato Airport.

Appendix C - Map Showing Industrial Land



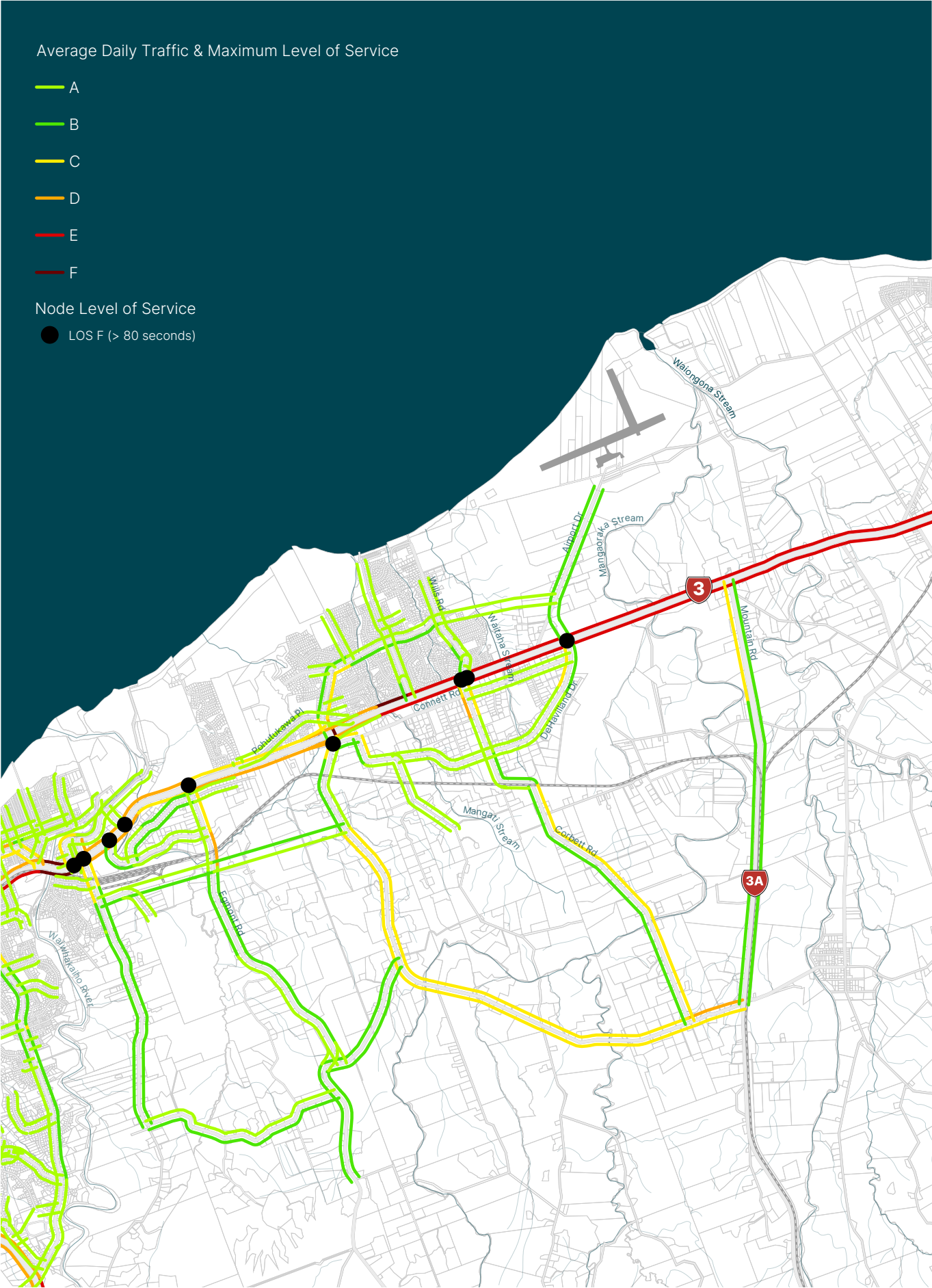
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Highly Productive Land - Class 1&2

Highly Productive Land - Class 3

Map of Waikanae showing highly productive land (Class 1&2 and Class 3) and the proposed Waikanae Airport. The map includes labels for roads (e.g., Connell Rd, Airport Dr, Mangatani Rd), streams (e.g., Mangatani Stream, Waikanae Stream), and the airport site. A legend indicates that dark green areas represent Highly Productive Land - Class 1&2, and light green areas represent Highly Productive Land - Class 3.

Appendix E - Map Showing Traffic Congestion Levels in 2053 Without Significant Intervention



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Te Reo Māori Terms and Kupu

Aotearoa	The Māori name for New Zealand commonly translated as 'Land of the Long White Cloud'.
Ara tawhito	Traditional travel routes used by Māori.
Awa	River or stream, often with cultural, environmental and ancestral significance.
Hapū	Sub-tribe; a kinship group within an iwi.
Hauora	Health and wellbeing, encompassing physical, mental, social and spiritual wellbeing.
Iwi	Tribe; a large kinship group made up of related hapū.
Kāinga	Places of residence or settlement.
Kaitiaki	Guardians or stewards of the natural and cultural environment.
Kaitiakitanga	A Māori concept of guardianship, stewardship and care for the environment and taonga for future generations.
Karakia	A prayer or ritual chant used for spiritual purpose, blessing, or guidance.
Kaupapa	Purpose, approach, guiding principles, or foundation for action.
Kōhanga reo	1. Early childhood programmes delivered entirely in te reo Māori, reflecting Māori cultural values and philosophies. 2. A Māori language immersion preschool movement established to support the revitalisation of te reo Māori and the transmission of Māori culture to young children.
Kōrero	Discussion, conversation, story, narrative or dialogue.
Kotahitanga	Unity and collective action towards shared goals.
Kumara	A sweet potatoe traditionally cultivated by Māori as an important good crop.
Kura kaupapa Māori	A Māori-language immersion school ranging from Year 0 to Year 13 that educates students according to Māori language, culture, values, and philosophy.
Mahinga kai	Sites and practices for gathering food and natural resources.
Mana whenua	Iwi or hapū with authority and traditional association over an area.
Manaaki	To care for, support, show respect and hospitality towards others.
Māra / Māra kai	Food cultivation areas or gardens.
Mātauranga	Māori knowledge, values and ways of understanding the world.
Marae	A communal and cultural gathering place that serves as the centre of many Māori communities.
Maunga	Mountain of cultural and ancestral significance.
Mauri	The life force, vitality or essential wellbeing of a person, place, waterway or ecosystem
Mere	A traditional Māori hand-held weapon and a symbol of authority and prestige.
Mihi	A Māori greeting, introduction, or acknowledgement.
Moana	Ocean, sea or a large expanse of water.
Mokopuna	Descendants or grandchildren; future generations.
Pā	Fortified village or settlement.

Papakāinga	1. Housing and community development on ancestral land, often based on collective ownership. 2. Residential development on ancestral Māori land, often centred around whānau and community connections.
Pou	Post or pillar, often carved and erected to mark boundaries, signify authority or convey cultural meaning.
Pounamu	A treasured greenstone valued by Māori for its cultural, spiritual and practical significance.
Raupatu	The confiscation of land, particularly land taken by the Crown from Māori during and after the New Zealand Wars.
Rohe	Tribal area or boundary.
Taonga	A treasured resource, asset, possession or thing of value.
Tauranga Ika	Traditional fishing grounds.
Tauranga waka	Landing places for waka (canoes).
Tamariki	Children.
Te Taiao	The natural world, including all living and non-living elements and their relationships.
Te Tiriti o Waitangi	Te Tiriti signed in 1840 between the Crown and Māori, forming a foundation for relationships and governance in Aotearoa New Zealand.
Tikanga	Māori customs, values, protocols and ways of doing things.
Tohunga	A person with deep expertise, authority, and respected knowledge, often within a cultural or traditional context.
Tokomaru	An ancestral canoe from whose descendants settled in parts of the North Island including Taranaki.
Taonga	A treasured possession, resource, place, practice, or anything of cultural significance.
Tūpuna	Ancestors.
Urupā	Burial grounds or cemetery.
Waahi Tapu	A sacred place or site of special cultural spiritual or historical significance.
Whānau	Extended family and family relationships.
Whakapapa	Genealogy and the relationships connecting people, land and the environment.
Whenua	Land and place where people are connected through whakapapa.

Glossary

Accessibility	The ease of reaching jobs, services, and places using different transport options, regardless of age, ability, or circumstance.
Active travel	Transport that involves physical exercise such as walking or cycling but also includes transport on skateboards, e-bikes and e-scooters.
Ancestral land	Land inherited through whakapapa that holds historical, cultural and spiritual significance to iwi, hapū or whānau.
Biodiversity	The variety of plant and animal life within an area and the ecosystems they form.
Blue-green network	A connected network of waterways, wetlands, parks, reserves and open spaces that supports biodiversity, recreation and environmental resilience.
Catchment	An area of land where rainfall drains into a common river, stream, wetland or waterbody.
Climate adaptation	Actions taken to respond to current and future climate-related effects such as flooding, erosion and sea-level rise.
Cultural landscape	A landscape shaped by the long relationship between people, culture, and the natural environment including natural features, cultural values, historical events and places of significance.
Cultural narratives	The stories, histories, traditions and perspectives that help explain the cultural significance, identity and character of a place.
Cultural significance	The importance or value of a place, feature, object, practice, or area because of its cultural, historical, spiritual, social, or ancestral meaning to a community.
Cultural storytelling	Sharing local history, identity and values through design, signage and public spaces.
Coastal erosion	The gradual wearing away and loss of land along the coastline due to the action of waves, currents, wind, storms and sea-level rise.
Cultural storytelling	Sharing local history, identity and values through design, signage and public spaces.
Compulsory acquisition	The legal process by which land is acquired by a public authority for a public purpose, such as infrastructure, roads, airports, or public services, usually with compensation provided to the landowner.
Customary pathways	Traditional routes used by Māori to travel between settlements, resources, waterways, cultural sites and other places of importance.
Delivery mechanisms	The tools used to implement the spatial plan, such as funding, policy, and projects.
Development Contributions	Fees charged to developers to help fund the infrastructure and services needed to support growth and development, such as roads, water supply, wastewater, stormwater, parks and community facilities.
District Plan	The statutory document that manages land use and development under the Resource Management Act 1991.
Ecological	Relating to living organisms and their relationships with each other and their environment.
Ecological corridor	A connected network of natural areas that enables plants and animals to move between habitats.
Engineering	The application of technical knowledge to plan, design, build and maintain infrastructure such as roads, bridges, water networks, stormwater systems and other public facilities.
Evidence-based	Informed by data, research and technical analysis.
Focus Area	A location or theme where coordinated action and investment can help achieve the goals of the spatial plan.
Freight	The movement of goods, products and materials between locations using transport networks such as roads, railways, airports and ports.

Future Development Strategy (FDS)	A long-term strategy required under Part 3 of the National Policy Statement on Urban Development, that sets a high-level vision for urban growth over the long-term, including strategic priorities for other development decisions.
Green-blue networks	Connected parks, open spaces, waterways and ecological corridors.
Highly productive land	Land suitable for growing food and fibre, identified as Land use Capability Class 1, 2 or 3, protected for primary production purposes under the National Policy Statement for Highly Productive Land 2022 (NPS-HPL).
Holistic	Taking a whole-of-system approach that considers environmental, social, cultural, economic and infrastructure factors together, and how they influence one another.
Housing and business capacity assessment	An assessment of the supply and demand for housing and business land in the district over the short-term, medium-term and long-term, as required under the National Policy Statement on Urban Development 2020 (NPS-UD).
Implementation plan	A programme outlining how actions in the spatial plan will be delivered.
Infrastructure	The development and application of new ideas, technologies, products, services or ways of working that create value and improve outcomes.
Integrated Transport Framework	A strategic transport planning document that guides how roads, walking and cycling facilities, public transport and freight networks should develop over time.
Intensification	When an existing building, site or area is developed or redeveloped at a density higher than what currently exists. This process may include the consolidation of sections and the removal of multiple buildings for redevelopment.
Land supply analysis	An assessment of the quantity, location and suitability of land available to support current and future housing, business and development needs.
Land Use Plan	A statutory plan that enables and regulates the use and development of land within a district, including subdivision, and guides how growth and development are managed.
Liveability	The qualities that make a place enjoyable, healthy, safe and convenient to live in.
Logistics	The planning, transport, storage and distribution of goods and materials to ensure they reach the right place at the right time.
Long-Term Plan (LTP)	Council's Long-Term Plan (including the Infrastructure Strategy) adopted under section 93 of the Local Government Act 2002, setting out Council's planned activities and finances for a 10-year period.
Manufacturing	The process of making products or goods from raw materials or components, usually in factories or industrial facilities.
Master Plan	A coordinated long-term plan that guides the future development of a specific area, showing how land use, transport, infrastructure, open spaces, buildings and other key elements are intended to work together.
Mitigating	Reducing or managing the impacts of an activity, development or hazard.
Movement network	The system of transport routes, including roads, walking and cycling paths, and public transport.
Multimodal transport	A transport system that supports multiple ways of travelling, including walking, cycling, public transport and vehicles.

National direction	Refers to national policy statement's, national environmental standards, and the National Planning Standards produced by central government under the Resource Management Act 1991. National direction directs and guides Council decision making on resource management.
Natural systems	Interconnected environmental features including land, water, ecosystems and biodiversity.
Non-statutory decision-making	A plan or document that is not legally binding but guides.
Partnership	Working collaboratively with iwi, community and stakeholders to achieve shared outcomes.
Piecemeal development	Development that occurs in an uncoordinated or incremental way, without considering how individual projects fit into the wider area or long-term planning objectives.
Placemaking	The process of designing and improving public spaces to create places that are attractive, functional and meaningful for communities.
Planning framework	The collection of plans, policies and legislation that guide growth and development.
Planning mechanisms	The tools, processes, policies, plans, rules and funding approaches used to help achieve planning outcomes and manage growth and development.
Puketapu-Bell Block	The area covered by this spatial plan, including Bell Block and surrounding communities.
Puketapu Structure Plan Development Area	A plan that guides future growth, land use, infrastructure, and development in the Puketapu area.
Regional Spatial Plan	A long-term plan that guides growth, development and land use across a region.
Renewable energy	Energy generated from natural sources that are replenished over time, such as sunlight, wind, water, geothermal heat, and plant-based materials or organic waste.
Resilience	The ability of people, communities, infrastructure and natural systems to adapt to and recover from change, disruption or natural hazards.
Standardised zones	Nationally consistent planning zones that use the same names, purposes and core rules across New Zealand, while allowing some local variation where appropriate.
Sense of place/local identity	The distinctive qualities, character and stories that makes an place recognisable, meaningful and valued by its community.
Stream degradation	The decline in the health and quality of a stream caused by factors such as pollution, erosion, loss of vegetation, sedimentation, habitat disturbance, or changes to natural water flows.
Structure Plan	A detailed plan that guides the future development of a specific area, including land uses, infrastructure, transport networks and open spaces.
Technical analysis	Specialist studies and assessments used to inform planning decisions.
Urban growth	The expansion or intensification of housing, employment, services and infrastructure to accommodate population and economic growth.
Urban zoning	The allocation of land for particular activities and development outcomes through the District Plan.



Matairangi Lookout at New Plymouth Airport

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