Town Strategies 2013–2033

Matamata

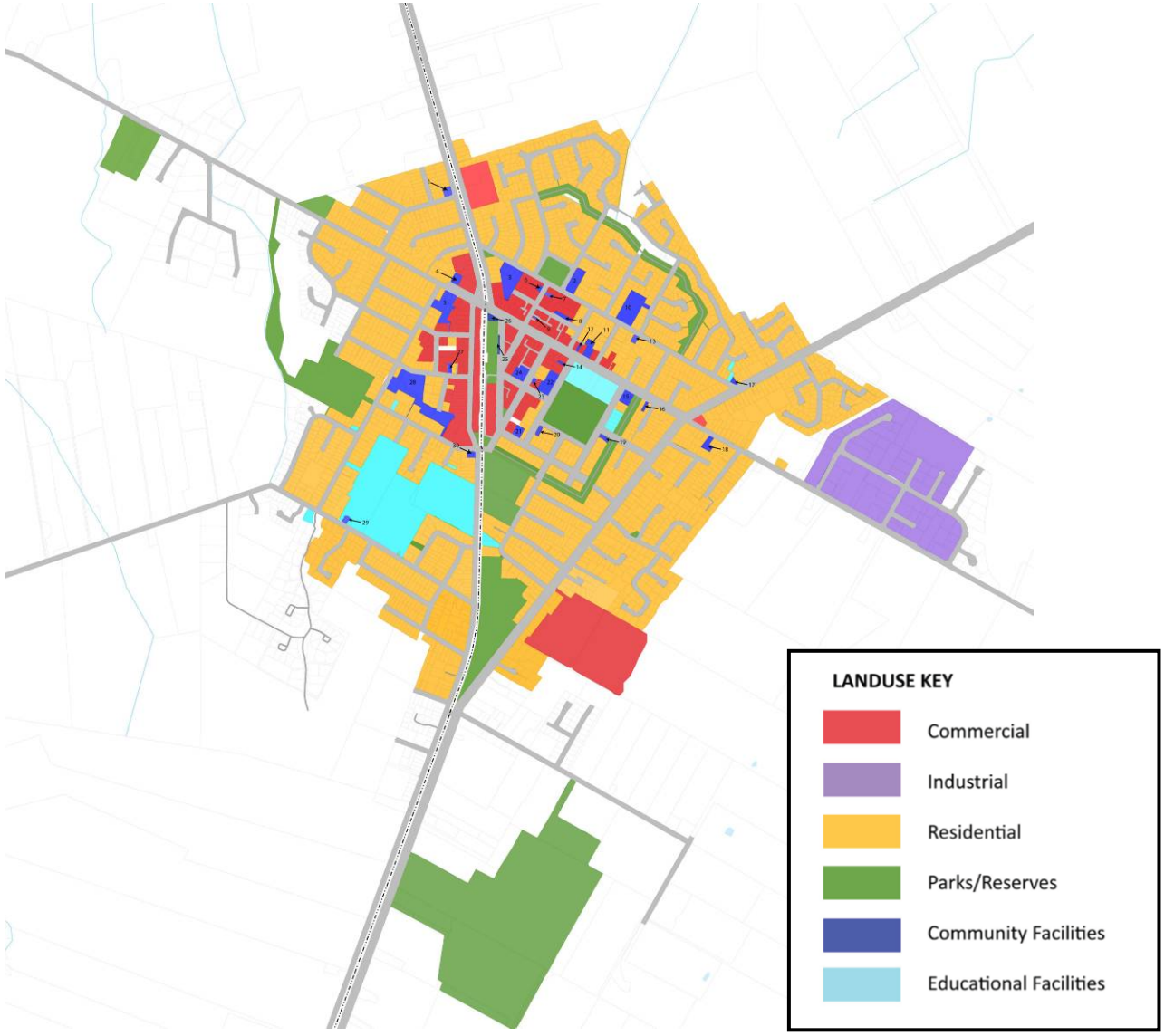




"Matamata will be a small town that enjoys big town infrastructure. As a larger small town we will have cafes, cinemas and other facilities larger towns enjoy and we will, as a result, enjoy the perfect mix of big and small".

(Matamata Community Outcomes 2010)

Matamata Urban Footprint



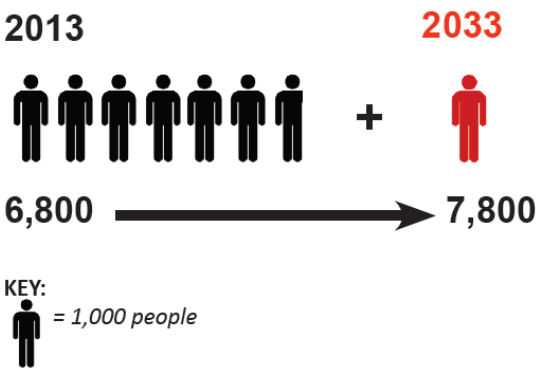
1 Introduction

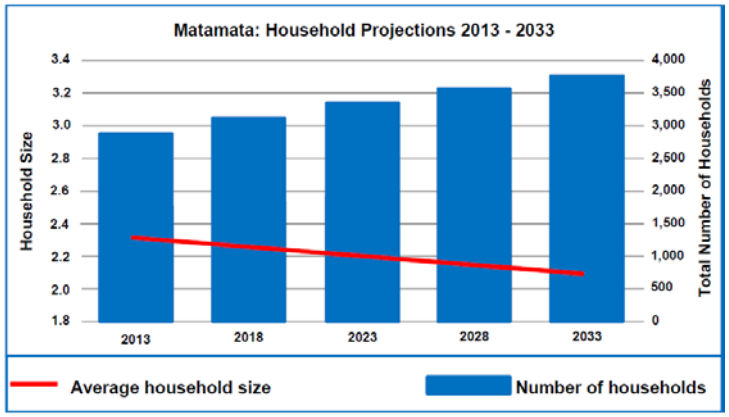
This Section looks at the projected growth and changes in the demographic composition of Matamata's population, its land budget, and transport and infrastructure networks. It also discusses the application of urban design principles to guide the town's future development.

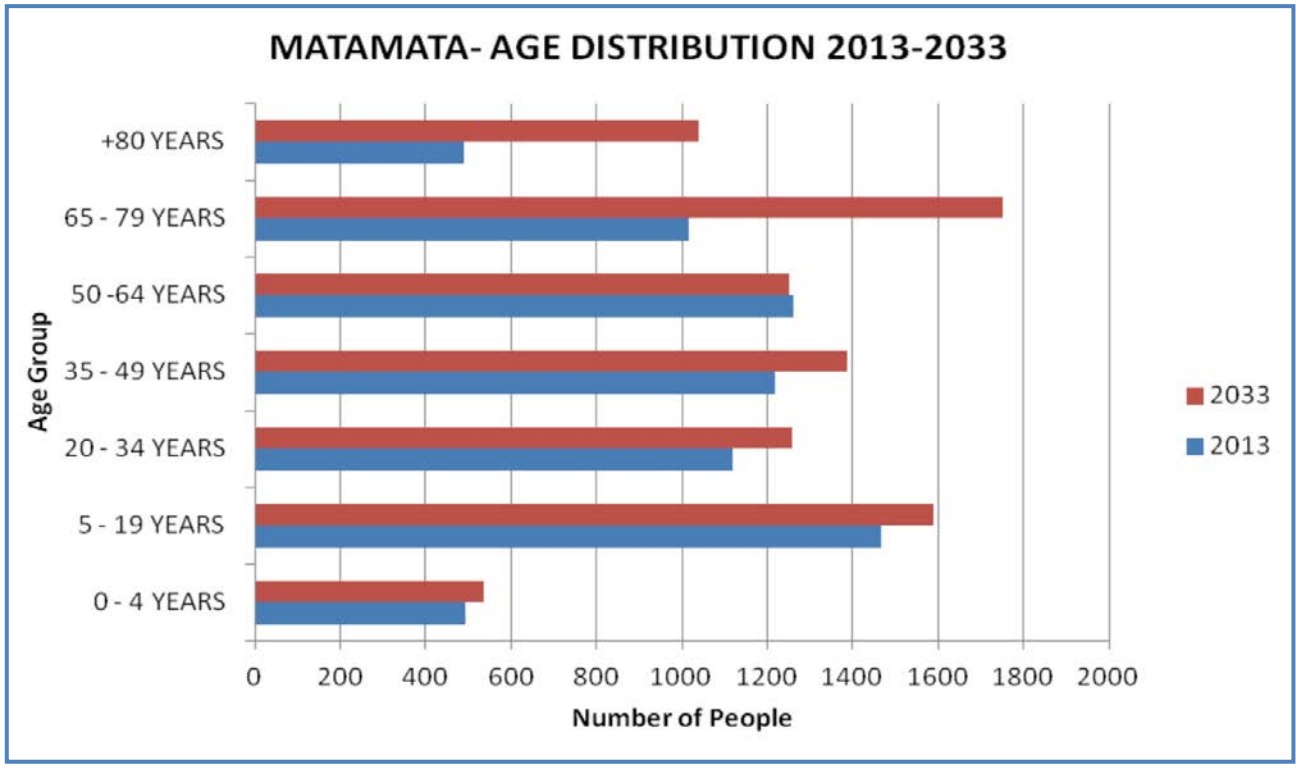
Opportunities and constraints are identified, and alternative development options are outlined.

The options are evaluated, taking into consideration the opportunities and constraints, consultation, and urban design criteria.

Based on the evaluation a preferred development strategy, or "best fit" that ensures the integration of the town's future land uses with its transport and other infrastructure networks, is recommended.





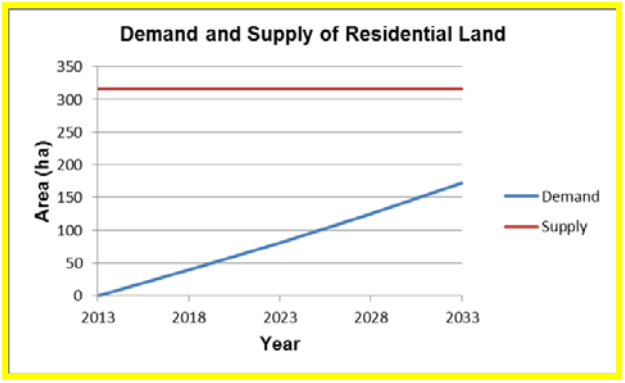


2 Demographics

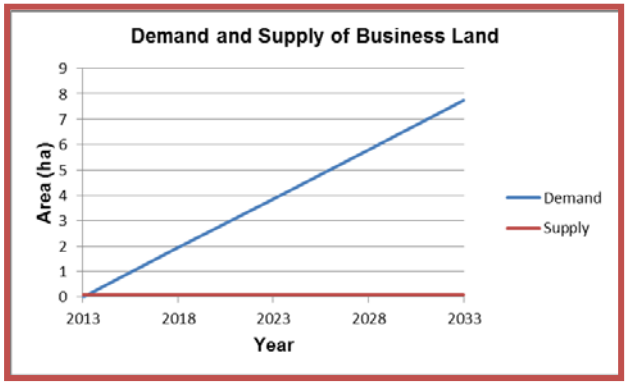
Matamata is our second largest town with a current (2013) population of around 6,821 people, representing 2,966 households. The population of the town is estimated to increase by about 50 persons per year, to a total of 7,831 by the year 2033. The number of households is also predicted to increase by approximately 35 – 40 per year to 3,729 in 2033. The blue bars in the chart at the top of the page show the increase in number of households for five-year intervals during the twenty-year planning horizon. With ageing of the population, the household size is estimated to steadily decrease from 2.30 persons per household (2013) to 2.10 persons by 2033. The decrease in household size is shown by the red line that cuts across the blue bars in the same chart.

While the town's population is projected to show only moderate growth, more significant changes in the demographic composition are expected to occur. In line with global and national trends, growth will be characterised by an ageing population. The adjacent chart at the bottom of the page shows the current (2013) and predicted (2033) age distribution of Matamata's population. The majority of the increase in population will occur in the population groups older than 65 years, with the population in the younger age groups remaining relatively stable.

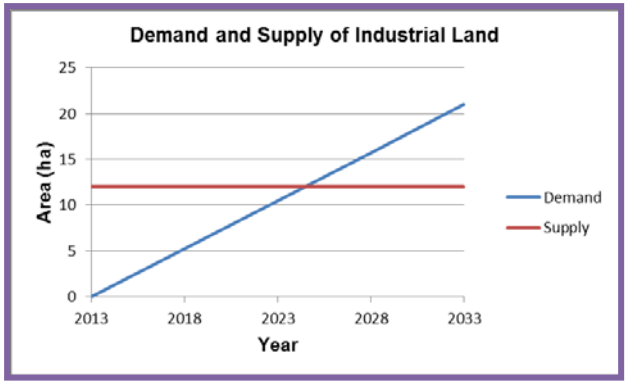
Total developed: 368 ha
Total zoned and vacant: 316 ha
Additional land required by 2033: 172 ha
Surplus of zoned land: 144 ha



Total developed: 31 ha
Total zoned and vacant: 0 ha
Additional land required by 2033: 8 ha
Shortfall in zoned land: 8 ha



Total developed: 24 ha
Total zoned and vacant: 12 ha
Additional land required by 2033: 21 ha
Shortfall in zoned land: 9 ha

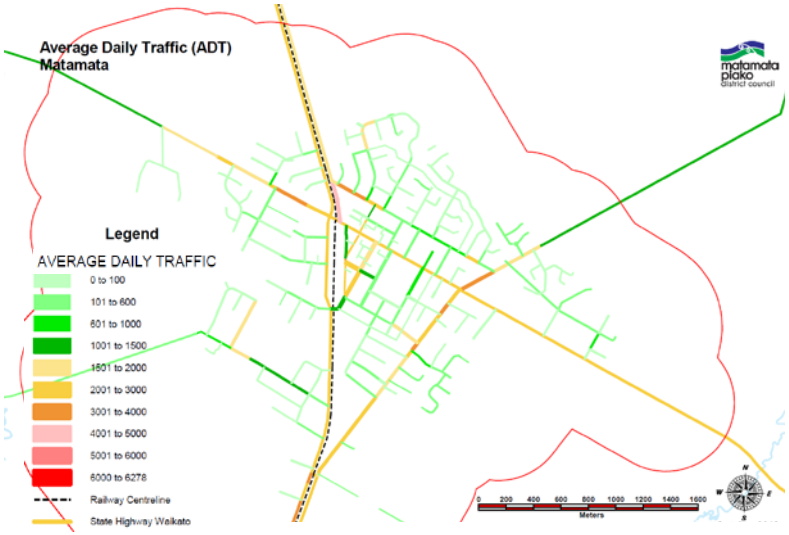


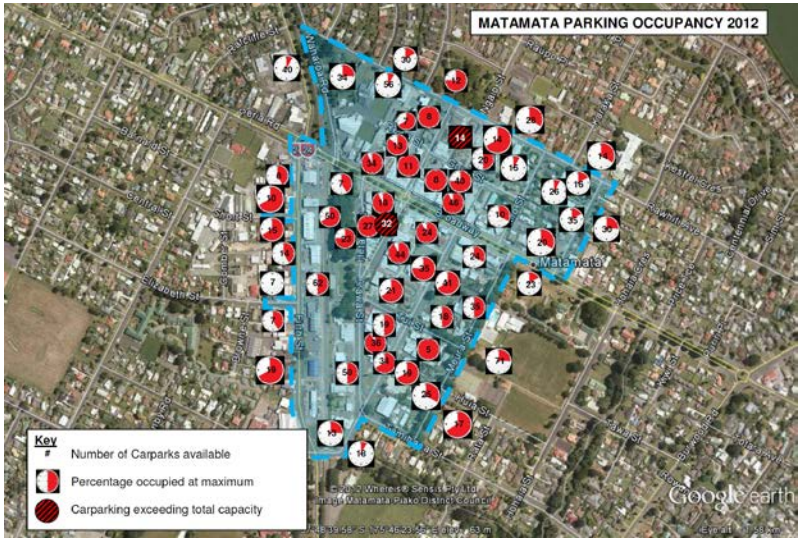
3 Land Budgets

Residential
There is a supply of 316 ha of vacant Residential and Rural-Residential zoned land in Matamata (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 172 ha of residential land by 2033 (the blue line in the adjacent graph). Therefore, there is a surplus of 144 ha of land zoned for residential purposes.

Business
There is no supply of vacant Business zoned land in Matamata (shown by the red line in the adjacent graph). It is estimated that there will be a demand for 8 ha of business land by 2033 (the blue line in the adjacent graph). Therefore, there is a shortfall of 8 ha of land zoned for business purposes, with additional land required in the short term.

Industrial
There is a total supply of 12 ha of vacant Industrial zoned land in Matamata (red line in the adjacent graph). It is estimated that there will be a demand for 21 ha of industrial land by 2033 (the blue line in the adjacent graph). Therefore, there is a shortfall of 9 ha of land zoned for industrial purposes, with additional land required by approximately 2025.





4 Transportation

Road network

Matamata's town strategy must recognise the significance of State Highway 27 (SH 27) and State Highway 24 (SH 24) as the highest order roads, by avoiding new development that uses these main through-corridors for local traffic functions, and by limiting the number of vehicle entrances that gains access from these roads.

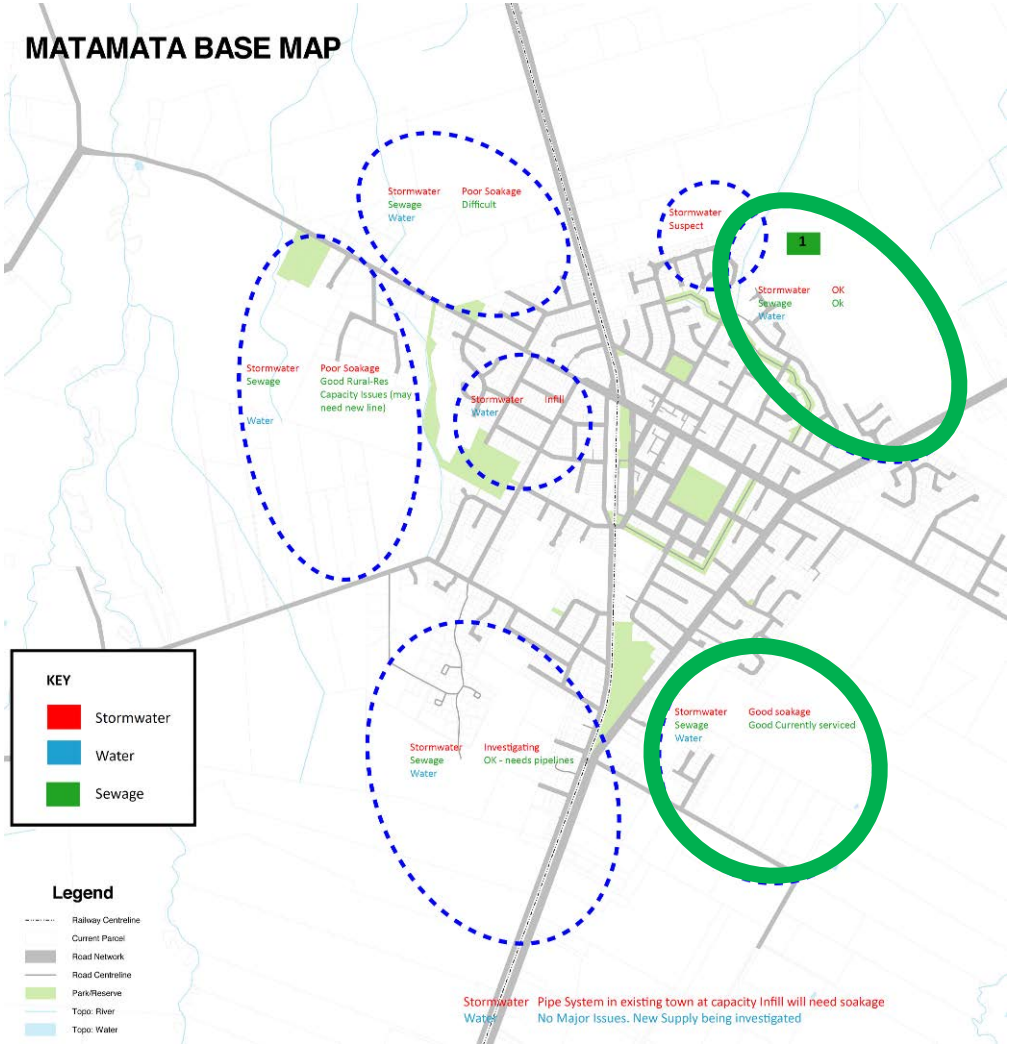
Little change in the inter-regional traffic flows through the town is expected. Consequently, the construction of a bypass around Matamata will not be warranted during the planning horizon. However, alternative road links through the western (SH 27/ Hinuera Rd through to Peria Rd), eastern (SH 27/Banks Rd through to SH 24), and northern (SH 27, via Rawhiti Ave and Tower Rd to connect with SH 24) segments of Matamata should be identified.

The town's road network carries relatively low traffic volumes and little change is predicted. The busiest routes (3,000 – 6,000 vehicles per day) are SH 27/Firth St, SH 24/ Broadway, sections of Waharoa Rd East, Rawhiti Ave, Peria Rd, and Tower Rd; shown pink and orange in the side-bar to the left. Assessment of the road network has not indicated a need to specifically exclude parts of the town from consideration for future development or intensification.

Town centre parking

There are approximately 1,360 public parking spaces in the town centre and immediate vicinity. The location of these spaces is shown in the map on the side-bar to the left, with the red circles indicating peak occupancy. Parking spaces nearest to the retail "core" have a high rate of occupancy. Overall, parking has not reached critical levels as, even during peak times, car parking will usually be available within a short walking distance from the retail "core".

No significant increase in parking demand in the town centre is predicted during the planning horizon and the provision of additional public parking is not envisaged. Should parking become increasingly constrained, the issue can be addressed through demand management such as enforcement of time limits or charging for parking.



5 Infrastructure

Water

The current average daily water demand, including industrial use, equates to approximately 591 litres/head/day, or 4,351 m^3/day, with peak usage/day at 6,133 m^3. The projected growth of Matamata will increase the average daily demand to 4,800 m^3/day, peaking at 6,767 m^3/day.

The consented water-take limit of 8,400 m^3 per day from the Waiteariki Stream and the bore sites at Tawari and Matamata South is adequate to meet future demand. However, the capacity of the water treatment plants and bore sites is currently restricted to 7,400 m^3/day. To overcome the capacity constraints, additional bore sites and installation of improved performance pumps are being considered. Current water storage of 10,500 m^3 will be adequate to meet the future storage requirements.

Sewer

The town's average daily discharge of wastewater is 2,000 m^3/day (272 litres/head/day), with peak flows in the order of 3,600 m^3. The projected growth will discharge an additional 280 m^3 of wastewater per day.

The treatment plant has a capacity of 3,000 m^3 per day. The capacity of the existing trunk sewer is limited. Development outside the existing urban limits will require significant expenditure on sewer reticulation.

Stormwater

The capacity of the town's reticulated stormwater system is constrained. Increases in stormwater as a result of the predicted development will need to be detained on-site.

Development suitability

As far as provision of reticulated infrastructure is concerned, the areas on the north-eastern and south-eastern periphery of Matamata, indicated by the green circles on the map in the side-bar, are considered most suitable for future development.

6 Urban Design

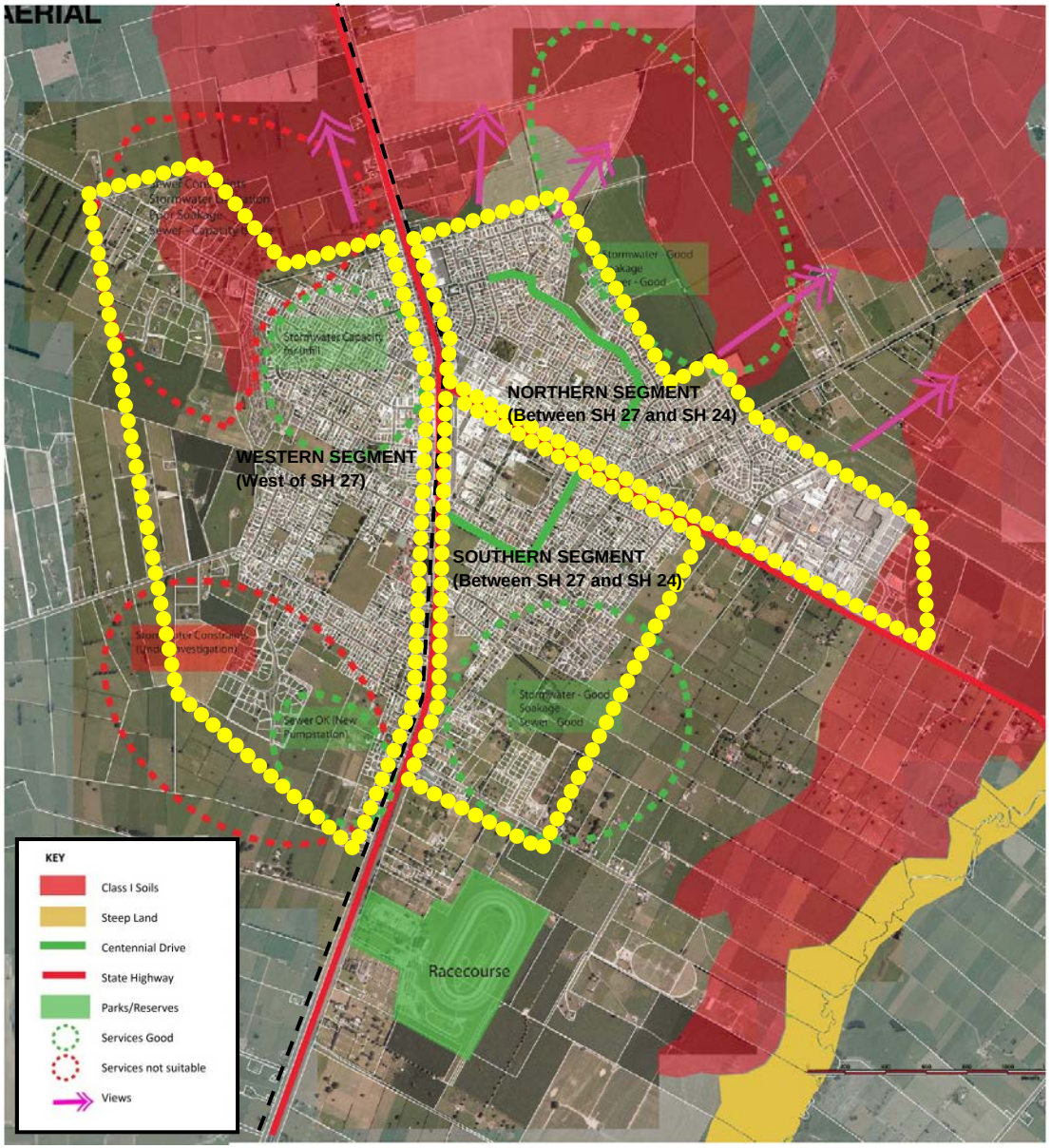
The table below summarises key urban design principles and objectives and their application in the preparation of Matamata's town strategy:

Matamata

Principle	Urban Design Objective	Application in Matamata
Consolidation and dispersal	• Increase employment and residential capacity, where appropriate. • Focus walkable nodes and businesses on arterial routes so they benefit from the movement economy. • Provide compact and efficient public open spaces near the core, and larger ones towards the periphery.	• Keep the town compact by providing for new development that is contiguous with existing urban land-uses. • Consolidate business development around the town centre such as along Waharoa Road East (to connect with existing large-format retail) and adjoining the existing Business Zone to the west (easy access from arterial road without impacting on the inter-regional function of the state highway network). • Concentrate medium-density housing in the centre of the town where community facilities are within walking distance. • Integrate the existing open space network (Founders Park, the Domain, and the Plantation Reserve near the town centre, and the sport fields, Pohlen Park, and Swap Park further out from the town centre), with future development.
Integration and connectivity	• Develop a logical structure of connected routes. • Provide cycle and pedestrian routes that offer good continuity. • Integrate public and private transport networks with each other, and with the land uses they serve. • Promote a well-connected local movement system which is well integrated with land uses. • Provide street connections to the adjoining neighbourhoods. • Ensure busier roads and arterials still have lively frontage conditions; provide service lanes where direct access is unachievable.	• Recognise and enhance Centennial Drive/Tom Grant Drive/Neil Algar Reserve's role as open space links, and pedestrian and cycle routes. • Integrate Centennial Drive/Tom Grant Drive with new open space links, to form a continuous cycle and pedestrian route. • "Channel" pedestrian and cycle movements along defined routes to minimise links across the railway line and state highway network. • Provide for road links to connect and integrate development within the: o South-western segment of town (Hinuera Road to Peria Road); o South-eastern segment (Banks Road to Mangawhero Road); and: o Northern segment (Rawhiti Avenue to Tower Road). • Enable Rawhiti Avenue to function as a bypass route around the town centre and recognise the road's function when considering adjacent land-uses. • Recognise and enhance the role of Tower Road as a pedestrian link and cycleway connecting town with the Firth Tower Museum.

Principle	Urban Design Objective	Application in Matamata
Diversity and adaptability	• Locate new land uses where they will achieve good synergy with existing uses. • Ensure adjacent uses are compatible. • Provide an appropriate distribution of amenities, such as shops, schools and parks, where the communities they serve can easily access them. • Plan for a range of employment, residential, and community uses, which co-exist in a manner that strengthens the local condition and adds diversity. • Consider how the layout will accommodate changes in use over time. • Promote mixed-use buildings. • Develop highly connected street networks that can support a range of activities, which may change over time.	• Locate future industrial uses on the eastern outskirts of town, adjoining (and compatible with) the existing industrial area. • Future residential use should adjoin existing development at the southern, eastern, and north-eastern periphery of town in locations where the local street networks can be integrated and where the services reticulation has capacity. • Consider the location of, and accessibility to, schools, open space, shops, and the town centre when determining the preferred location of new residential areas. • Locate medium-density residential development near the town centre, in locations that provide good pedestrian links and access to open space. • Integrate the race course with the town, and enhance the equine character of Matamata by providing for land in the vicinity of the race course to be used for equine-related activities. • Promote a vibrant town centre by enabling upper floors of buildings to be used for residential purposes.
Legibility and identity	• Celebrate regional landmarks and natural features. • Use rivers and ridgelines to define the edges of communities. • Promote an urban form and movement network that is easily understood and negotiated. • Link landmarks and nodes with strongly defined paths. • Use contrast and differentiation in design to make each public space memorable.	• Recognise the Hobbit-themed Information Centre, Matamata Race Course, Centennial Drive/Tom Grant Drive/Neil Algar Reserve, and the Firth Tower Museum as important landmarks, and consider ways to integrate the landmarks into the town by improving links between them. • Consider ways in which view planes from town and from new development areas, towards the Kaimai Ranges, can be preserved and maximised. • Create well-connected local road networks within the three segments of Matamata created by the route alignment of State Highway 27 (Firth Street)/the Kinleith Branch Railway Line, and State Highway 24 (Mangawhero Road).

Principle	Urban Design Objective	Application in Matamata
Environmental responsiveness	• Provide catchment management plans that define areas for urban concentration, and habitats and natural features for retirement for stormwater management. • Consider the distribution of open spaces, and the relevance of their size and function. • Protect ecologically sensitive habitats such as streams and wetlands. • Use large park areas, river or stream edges, and waterfronts as opportunities to integrate ecological restoration. • Provide for continuity of green networks where the specific movements of wildlife, or waterways, require this.	• Locate future development where there is capacity in the infrastructure and road network, or where capacity can be created cost-effectively. • Provide for a system of connected open spaces throughout town, with linkages to the Matamata Race Course and Firth Tower Museum. • Landscape open spaces with indigenous trees and plant species that will create a favourable habitat for fauna and flora, to enhance biodiversity. • Direct development away from soils with the highest productive capacity. • Minimise further encroachment onto productive land by locating future development, as far as possible, within the existing urban-zoned “footprint”.



7 Opportunities and Constraints

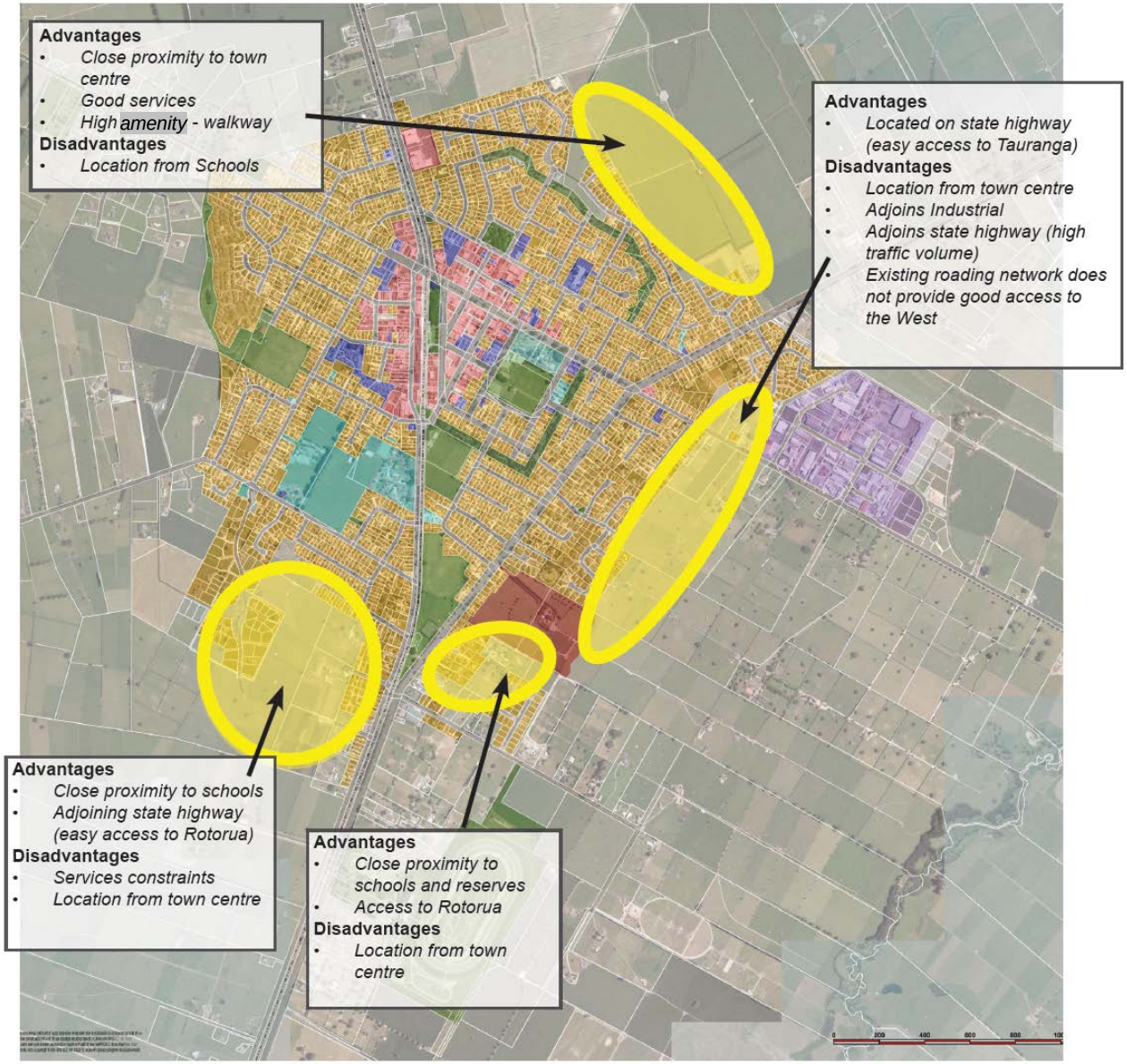
The development opportunities and constraints that informed the strategy for the future expansion of Matamata are shown on the map in the side-bar and are summarised below:

Opportunities

- **Services** (water, stormwater and wastewater) - there is additional capacity for new development on the north-eastern and south-eastern periphery, and for intensification of existing development in the north-western part of town (green circles).
- **Racecourse** - high amenity in the area adjoining the large open space, with views towards the Kaimai Ranges.
- **Centennial Drive/Tom Grant Drive** - high amenity pedestrian link (green lines).
- **Inter-regional access** – State Highway 27 and 24 (red lines).
- **Views of Kaimai Ranges** – High visual amenity (purple arrows).

Constraints

- **Services** (water, stormwater and wastewater) - there are limitations on the provision of reticulated services to the west of Matamata (red circles). The north-western area is suitable for on-site wastewater disposal. Infrastructure limitations in the south-western area are currently being investigated.
- **High quality soils** – urban development should avoid the areas to the north and east of Matamata that comprise the highest quality productive soils (red shading).
- **State highways and railway line** - development in proximity to these transport corridors (red lines and black dashed line) is susceptible to noise and vibration effects and can cause reverse-sensitivity. The corridors divide the town into three “segments” (yellow dotted lines). Traffic, pedestrian and cycle movements should be “channelled” along defined routes to enable safe links across the corridors.
- **Mangawhero Stream** – the stream margins are susceptible to flooding (yellow band).



8 Development Options

Residential

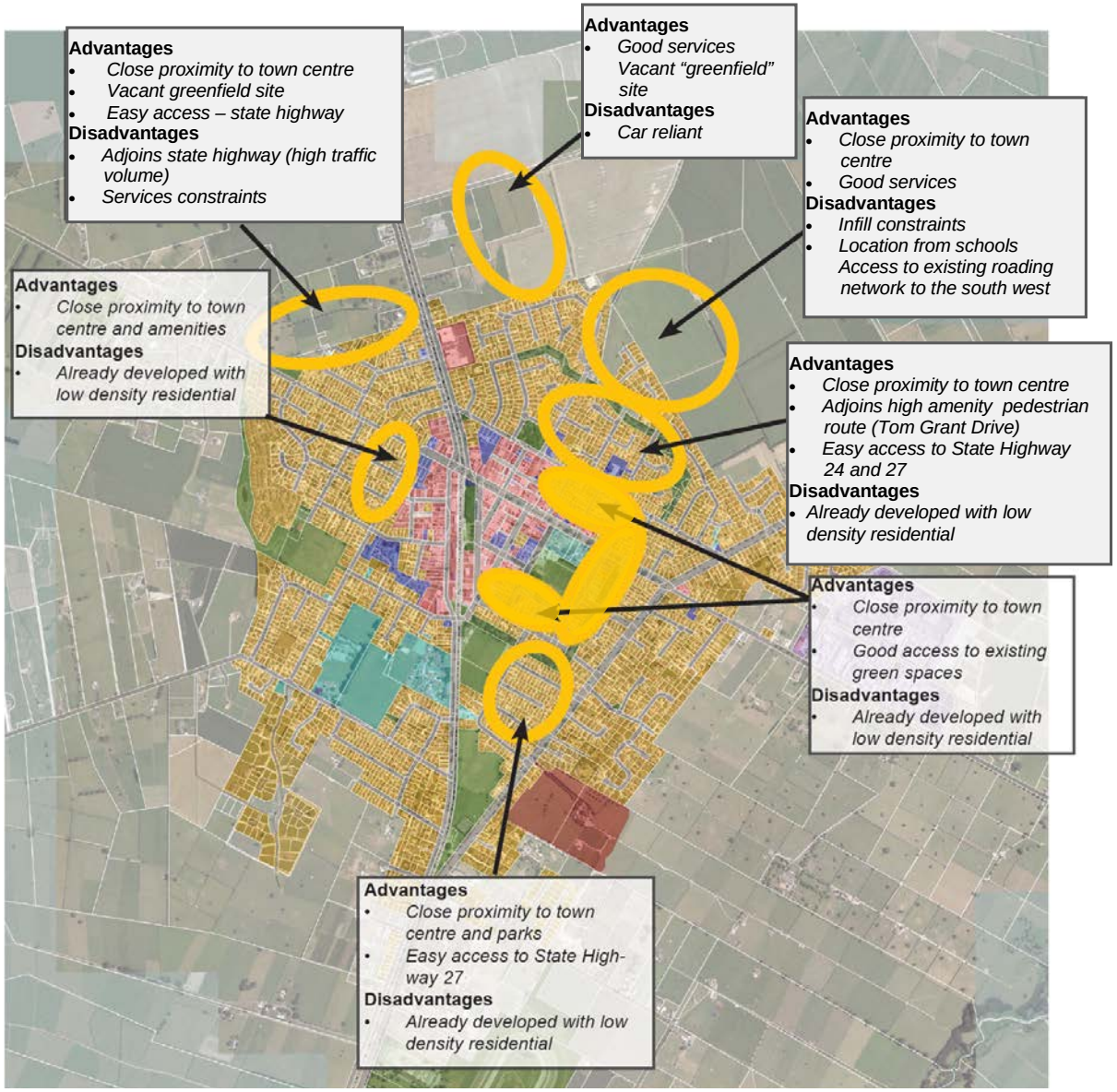
Historically, residential development in Matamata has occurred in a circle, around the town centre. The current pattern of residential development is characterised by predominantly low-density single dwellings. The area surrounding the town centre has a slightly higher density due to more recent infill subdivision.

The solid yellow circles on the map in the side bar show the different options considered for greenfield residential development. The text boxes on the map describe the advantages and disadvantages associated with each option.

The preferred option for residential expansion is to allow development to progressively take place over time, in all the locations identified on the map, rather than in one direction only. This will enable the future expansion of the town to continue the historical pattern of concentric development, thereby keeping a compact, walkable urban form.

Enabling development in all of the identified areas will also ensure that residents have a range of locations to choose from depending on their circumstances; for instance proximity to schools (shown light blue), open space/sports facilities (green) for young families, or easy access to the town centre (red) and community facilities (dark blue) for retired people.

However, residential development will need to be staged, as outlined in Paragraph 9 *"Preferred Options",* later in this report



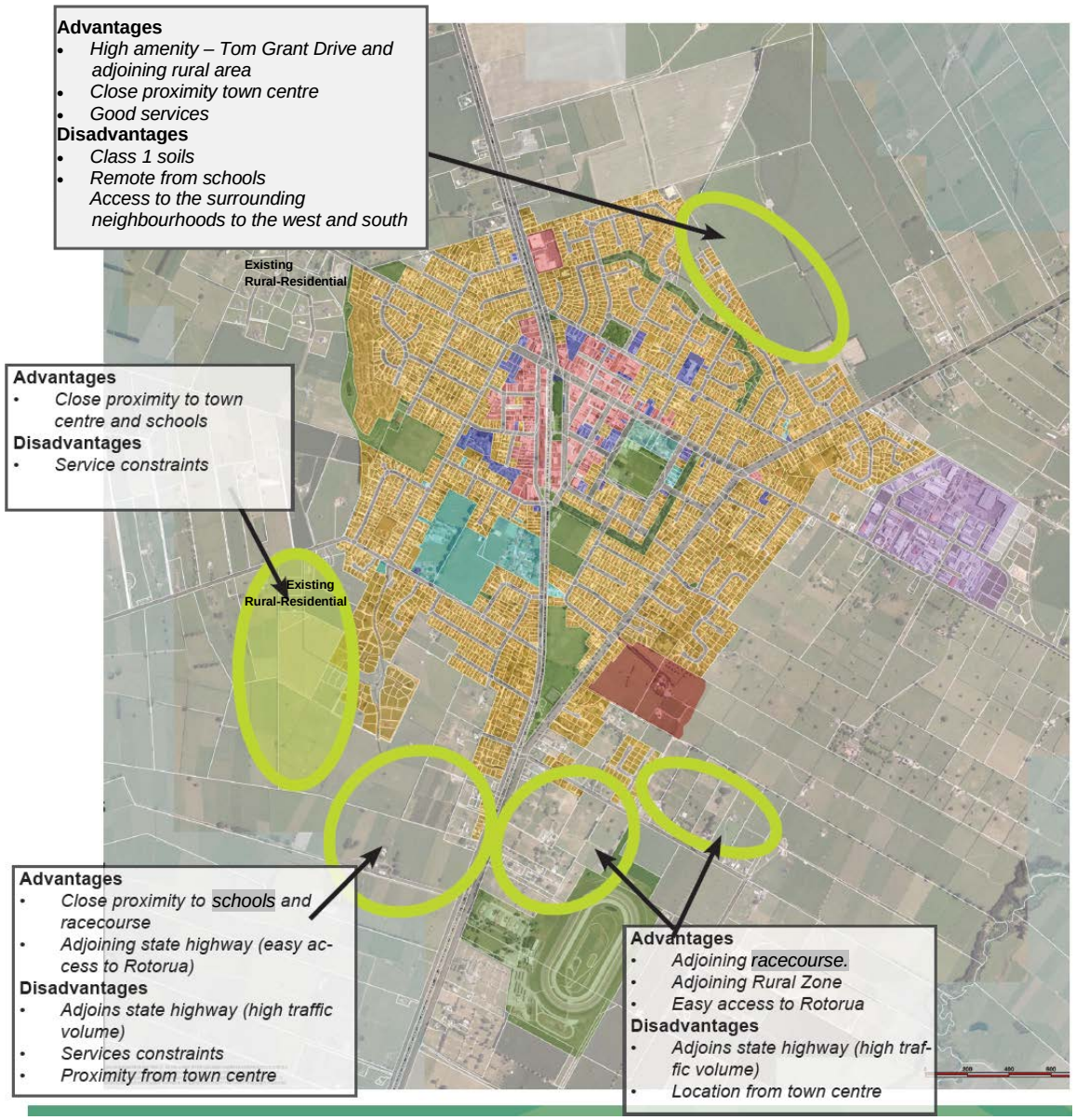
Medium-density residential

It is recommended that the development strategy for Matamata should identify areas that are suitable for medium-density residential development. Whereas the residential areas of Matamata currently contain predominantly detached and semi-detached dwellings, the proposed medium-density areas will be suitable for other housing typologies such as group, cluster, or row-houses, and retirement cottages; at a slightly higher density compared to the other residential areas.

Provision for medium-density residential development is considered to be an appropriate response to the likely long-term trend towards an ageing population and associated need for more variety in available housing options. Setting aside specific areas for medium-density residential use means that additional demand on roads and services due to intensification can be anticipated and planned for. It also means that these areas can be developed with their own unique appeal, without impacting on the established character of the rest of the residential area.

The map in the side-bar shows the various options considered for medium-density development (orange circles). Of the options considered, the "u-shaped" area adjoining the town centre to the east (solid orange) is preferred.

This area is preferred because it is located in close proximity to the town centre, provides easy access to shops and other amenities, facilitates pedestrian movement via adjacent Centennial Drive, allows convenient access to nearby open spaces such as the Domain and the Matamata Sports Centre, and enables safe and convenient access to the nearby Matamata Primary School.



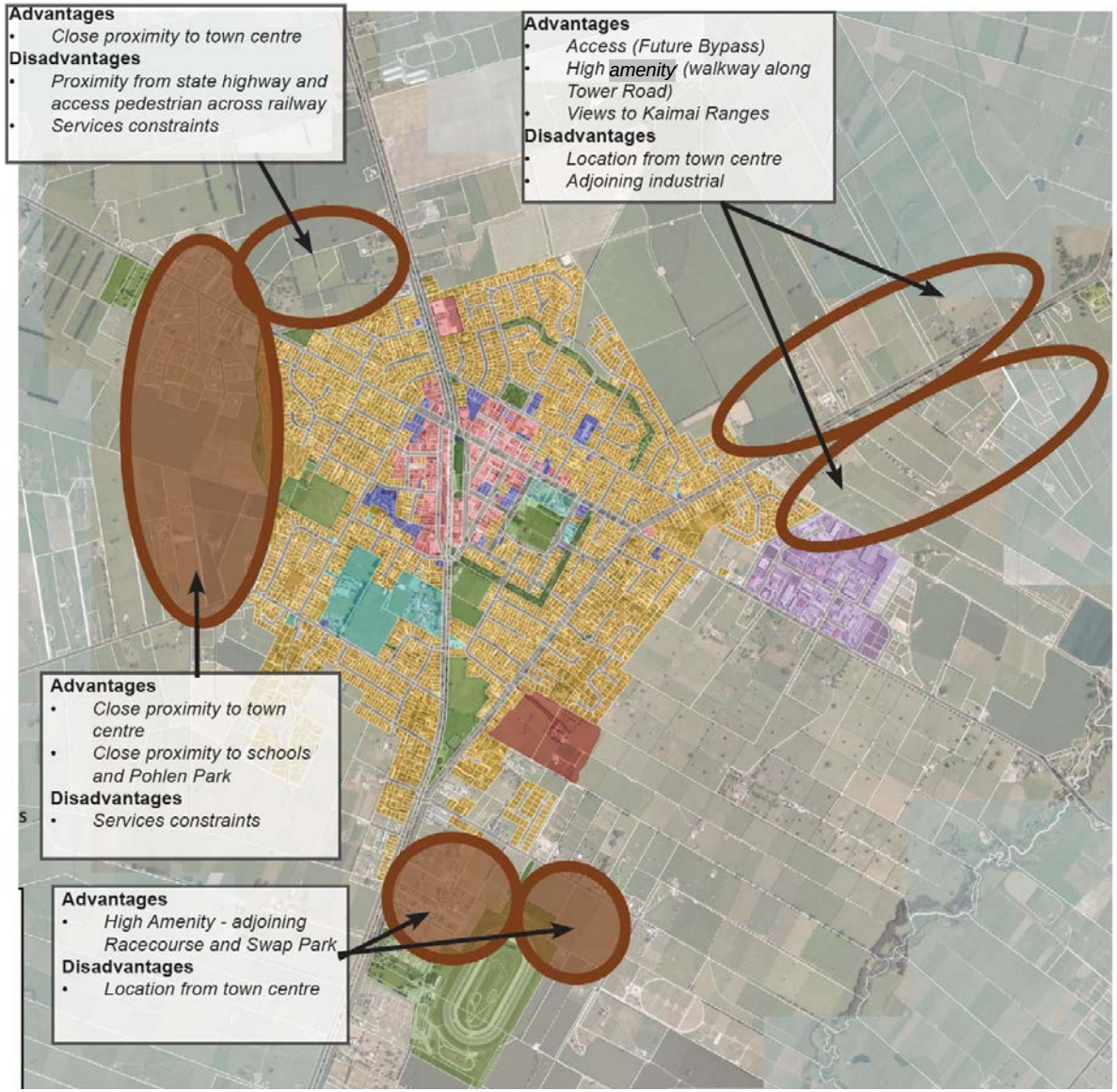
Rural-residential

Existing rural-residential development in Matamata occurs predominantly on the north-western periphery of the town, off Peria Road. There are also a small number of rural-residential lots off Station Road on the south-western periphery. Rural-residential lot sizes generally range from 2,500 m^2 to 1 ha. Some of the rural-residential lots are connected to the town's water reticulation. All of the rural-residential lots currently rely on on-site wastewater disposal as none of the lots are connected to the town's sewerage reticulation.

The green circles on the map in the side bar show different options for greenfield rural-residential development. The text boxes on the map indicate the advantages and disadvantages associated with the various options.

The preferred option for future rural-residential development is the area on the south-western periphery of town (solid green). The area is well suited to high amenity-rural residential development that will be compatible with the character of the adjacent Eldonwood residential estate. The area has good road connections to the rest of town via Station Road and Smith Street. Future development in this location will integrate well with the town's local road network.

Long-term, it is envisaged that the rural-residential area will be able to be further intensified through infill subdivision, depending on demand and the availability of reticulated services. To this end, building platforms and future road connectivity will need to be pre-determined so as not to compromise later subdivision. This will enable the town to grow beyond the planning horizon, by means of further intensification rather than to sprawl beyond these limits.



Lifestyle living

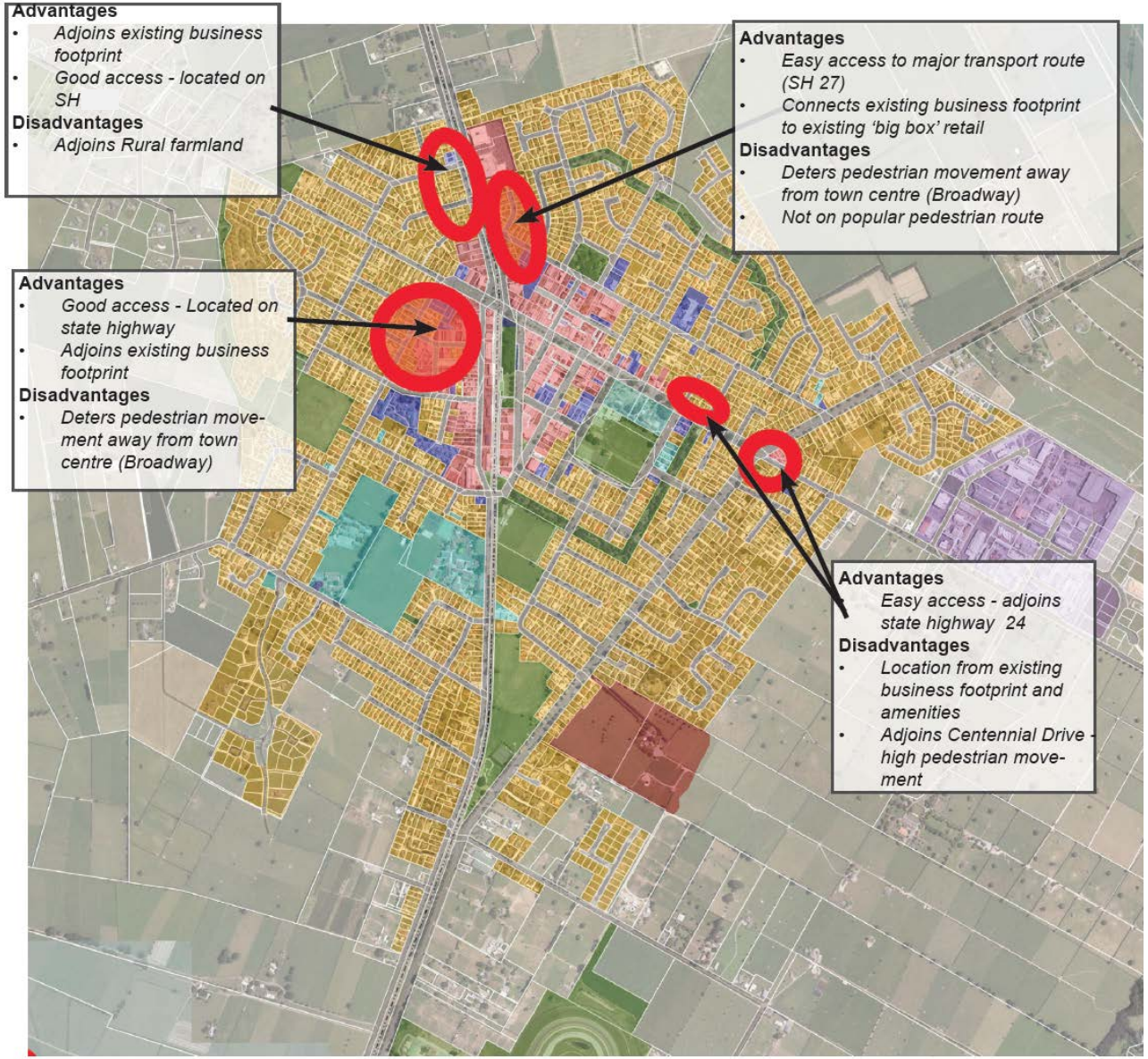
It is recommended that the development strategy for Matamata include a "lifestyle living" option. The lifestyle living area will differ from the rural-residential area in that further subdivision is not envisaged in this zone. Rather, large lot sizes will be retained to preserve the rural-residential character of the area for the long-term.

The introduction of the lifestyle living concept will appeal to those rural-residential dwellers who seek assurance that their privacy and amenity will not be eroded over time through infill subdivision, envisaged in the other rural-residential area.

To preserve the appeal of the lifestyle living area and to provide for small-scale farming, minimum lot sizes will be larger than in other rural-residential areas. The lifestyle living area will rely on on-site services and will not be connected to the town's water or wastewater reticulation. Road formation standards will also be different, reflecting the area's peri-urban character.

Three alternative locations for lifestyle living were investigated (brown circles on the map in the side-bar), namely: the western and north-western rural-residential area, the area to the north-east along Tower Road, and south of Banks Road near the Matamata Racecourse.

The preferred options are: the western part of Matamata between Peria Rd and Station Rd where constraints on reticulated services will in any event limit further subdivision, and the area between Banks Road and the Matamata Racecourse where larger "horse lots" are envisaged to create opportunities for expansion of the equine industry on land with internal access to the adjacent horse training facilities.



Business

Matamata's Business Zone comprises a square area centred around the intersection of State Highway 27 (Firth Street) and State Highway 24 (Broadway). The historic town centre (still the main retail area) is along Broadway immediately east of State Highway 27, and along Arawa and Tainui Streets in the vicinity of the Broadway intersection. A recent large-format retail development exists to the north of the town centre, along Waharoa Road East.

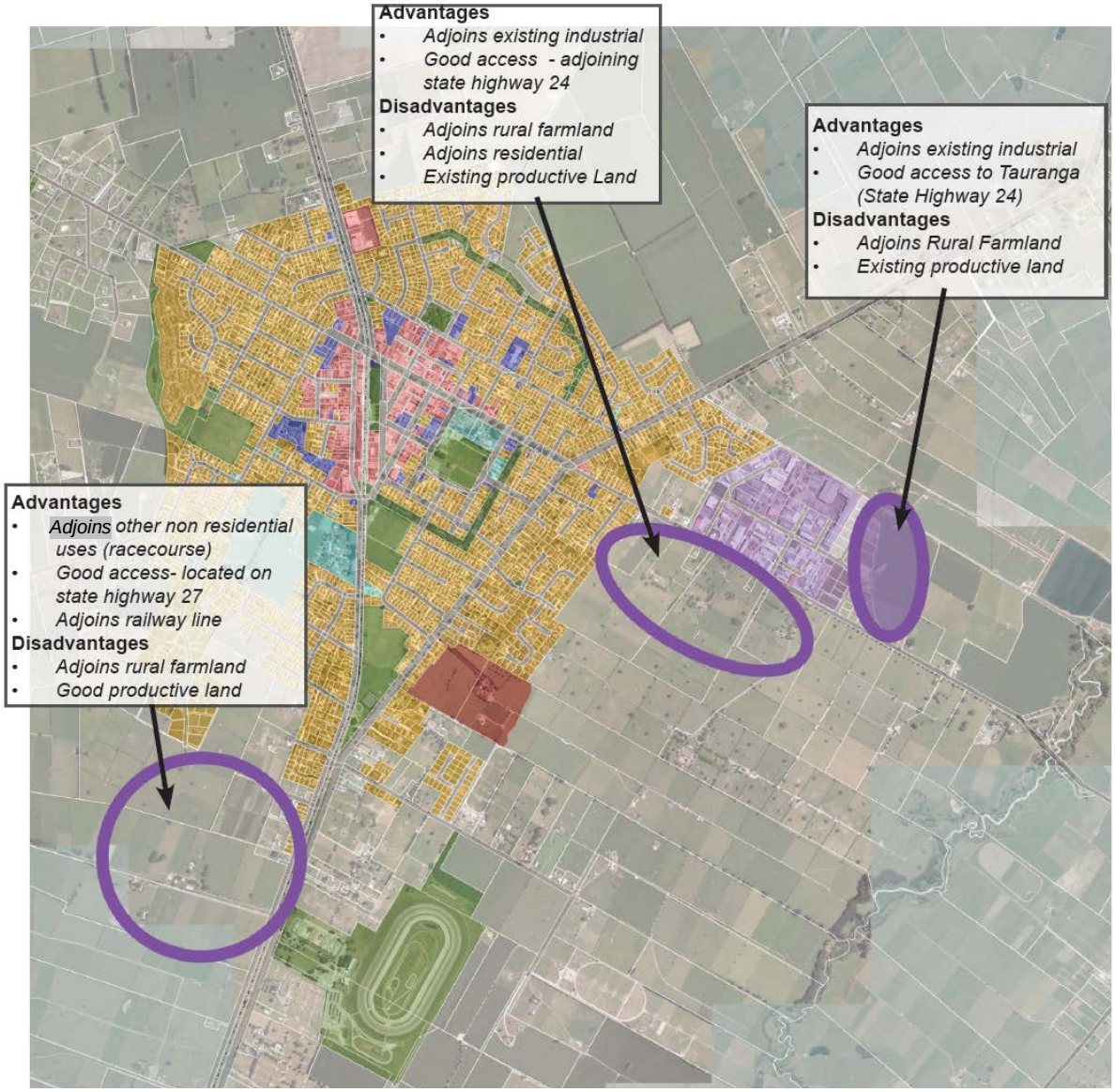
With the exception of the fast food outlets at the State Highway 27/24 round-about, the remaining "strip" of Business zoned land along State Highway 27, separated from the town centre by the railway line, is commercial in character with a mix of uses including premises serving the motor trade, rural supply, and service industry.

The red circles on the map in the side-bar indicate the different options for the expansion of business uses that were investigated.

The preferred options (shown in solid red) are:

- The "strip" of land along Waharoa Road East, connecting the town centre to the existing large-format retail development to the north; and:
- The area adjoining the existing Business Zone to the west, south of Peria Road.

The extension of the business area along Waharoa Road East will enable the "large-format" retail area to be incorporated into the town centre, while the new western business area will be able to accommodate new large-format retail, or commercial uses.



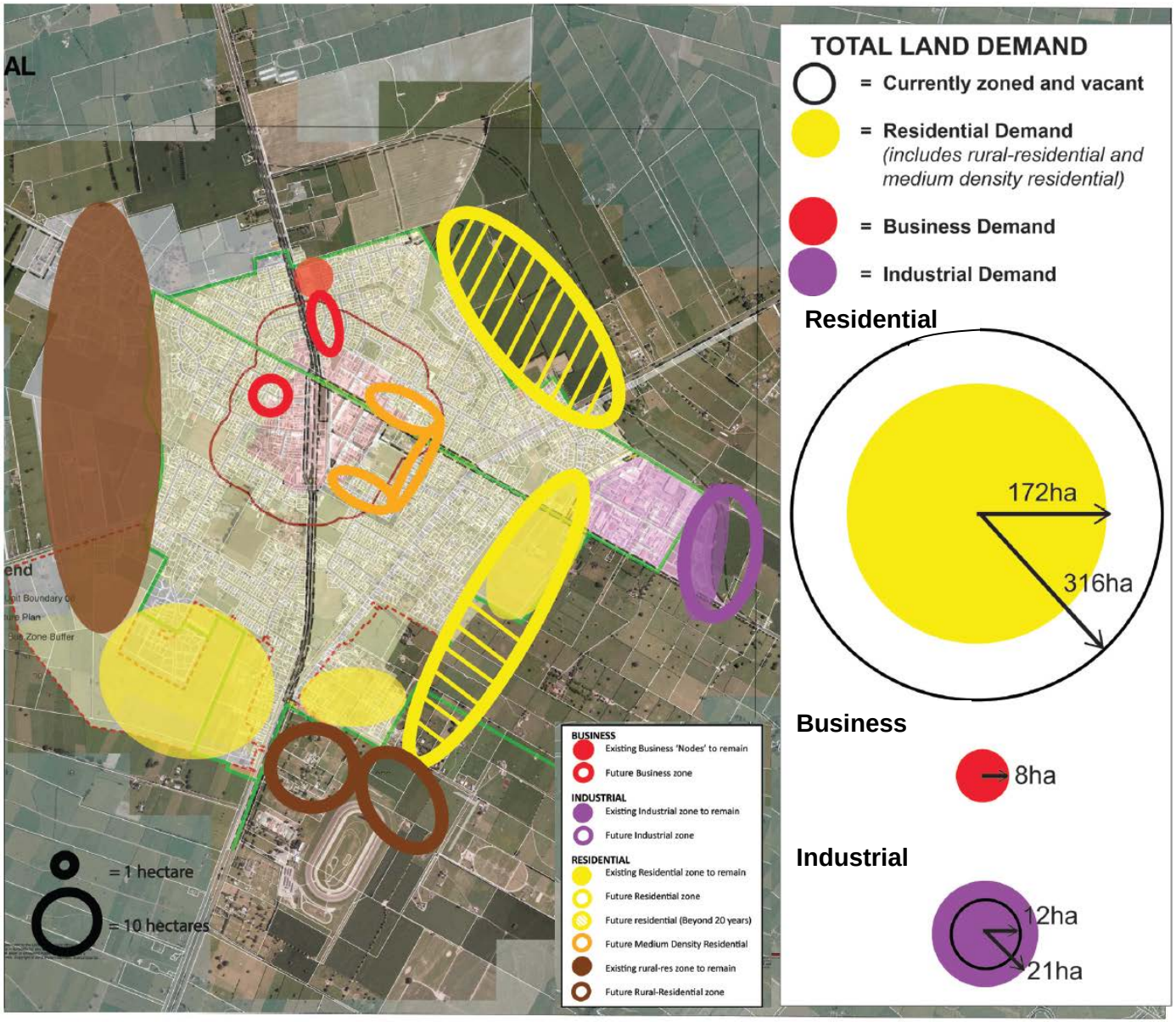
Industrial

Many of the land uses located in the Business Zone, along State Highway 27 and on the periphery of the town centre, such as the large contractor's yard in Gouk Street, are more industrial than commercial in nature. Some of these uses (such as the contractor's yard) are a legacy of the historic development of Matamata. More recently, new service industries have also established on the town centre periphery, under the Operative District Plan provisions that permit light industry in both the Business and Industrial Zones.

The town's dedicated Industrial Zone is located on the eastern outskirts, north of State Highway 24. The area comprises service industry, larger-scale manufacturing including manufacturing of heavy machinery, engineering works, and warehousing.

Three options for industrial expansion were considered, as shown on the map in the side-bar (purple circles). The options considered are east of the existing Industrial Zone, south of the industrial area on the opposite side of State Highway 24, and an area south-west of town, opposite the racecourse.

The preferred option (shown solid purple) is the area adjacent (east) of the existing Industrial Zone. This area is well separated from residential areas, and is contiguous with the existing industrial development thus enabling the local road network to be integrated and additional traffic impacts on State Highway 24 to be mitigated.



9 Preferred Options

The map in the side-bar shows the current urban zones that make up the town of Matamata (background colours), overlaid with the preferred development options as previously described.

The circular scale to the right of the map shows the amount of land that is currently zoned and still vacant (black circles) compared to the projected demand for each land use (filled circle).

In summary, the preferred options for future development are:

Residential

- Low-density residential development is proposed on the south-western, south-eastern and eastern periphery of town, on vacant land already zoned Residential (solid yellow). The areas hatched yellow denote residential development that will likely only be required beyond the planning horizon. These hatched areas are currently zoned Rural.

- Medium-density residential development is proposed around the eastern edges of the town centre, on land currently zoned Residential, predominantly occupied by existing dwellings.

Northern Matamata

- Rural-residential development is proposed on the south-eastern periphery of town. The area concerned comprises the southern part of the solid brown circle shown on the previous page. It covers vacant land currently zoned Residential.

- Two lifestyle living areas are proposed. The first area is on the north-western periphery of town, comprising the northern part of the solid brown circle shown on the previous page. It covers vacant land currently zoned Rural-Residential. The second area is between Banks Road and the Matamata Racecourse, shown by the brown circles on the previous page. It comprises Rural zoned land already in small titles. The area is intended to accommodate the proposed “horse lots” referred to previously.

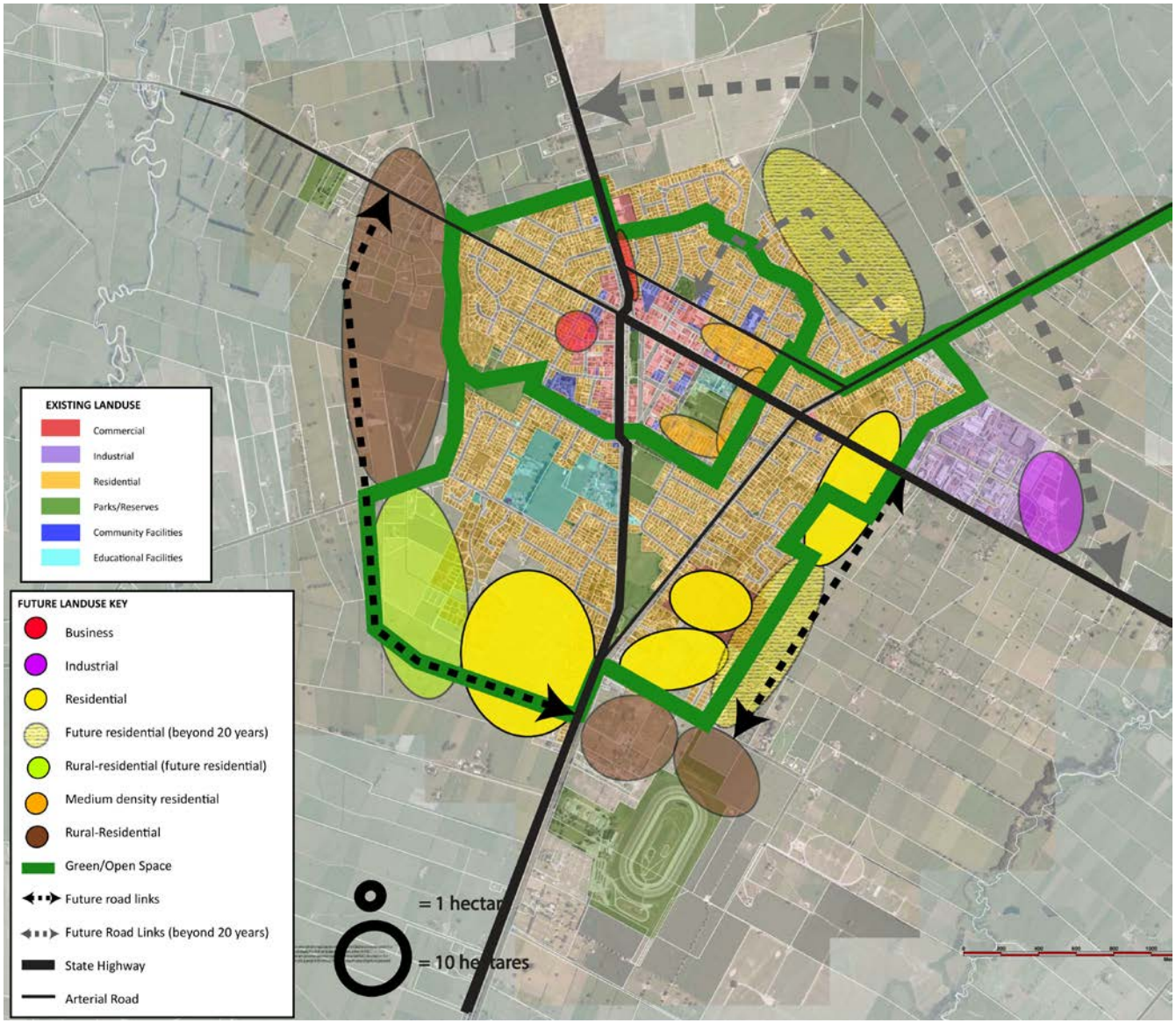
Business

- The red circles on the previous page denote the two areas proposed to be set aside for business use. Both areas comprise predominantly Residential zoned land currently occupied by existing dwellings.

Industrial:

- The purple circle on the previous page denotes the area proposed to be set aside for industrial use. The western half of the circle, shown solid purple, is current zoned Industrial and has been subdivided, but is predominantly still undeveloped. The eastern half of the circle is located on existing Rural zoned land.

The area of land shaded grey, to the north-west and south-west of town, is currently zoned Rural-Residential but is not required during the 20-year term of the town strategy.



10 Town strategy

The town strategy for Matamata, based on the preferred development options, is shown on the map in the side-bar.

The map indicates how the existing and proposed land-uses are to be integrated with the town's transport network and infrastructure.

From an integrated development perspective, the key elements of the strategy are:

- A compact urban form that preserves as much land as possible for productive use;
- Continuous pedestrian links and cycleways that connect the town centre, schools, and open spaces; create buffers between adjacent sensitive uses; and "channel" the movement of people along predetermined routes to ensure safe and convenient links across the state highways and railway line;
- A well-connected local road network that links all parts of town, minimising travel distances, enabling local traffic to use local roads, and supporting walking and cycling as alternative modes of transport by ensuring route continuity;
- Integrating land-use with infrastructure by ensuring that new development takes place in areas where there is capacity in the infrastructure networks or where capacity can be created cost effectively.