

# Our Kerikeri

Transportation, Traffic and Parking  
and related planning, design and well-being matters



**Our  
Kerikeri**

- COMMUNITY LEADS CHANGE -



# Our Four Main Themes

1. Think holistically
  - a. Planning
  - b. Design
  - c. Equity, inclusion and well-being
2. Reduce the dominance of cars in Kerikeri Centre
  - a. Minimise traffic
  - b. Build loop and bypass roads
  - c. Shift parking to the periphery
  - d. Beautify and pedestrianise
  - e. Infill for residential density
3. Facilitate a variety of transport modes
  - a. Walking
  - b. Micromobility
  - c. Bus
  - d. Networks
4. Focus on the future
  - a. Education and marketing are keys to change
  - b. Strategic developments
  - c. Eye on technology
  - d. Demographic, economic and social shifts
  - e. Climate change
  - f. Aspirational goals



# Think Holistically

Don't silo transport. It's just a piece of a much bigger picture. Transport must serve well-being, not dominate and detract from it.

Transport can't be planned in a silo. Decisions need to connect with planning, design, equity, inclusion, and well-being.

Transition from the 20th century paradigm of car-dependent suburban sprawl is part of a larger picture of broad change—including social, economic, climate, demographic, and technology. We can make informed predictions, but must also plan for resilience and adaptation in the face of inevitable big surprises.

Climate change and greenhouse gas emission reduction must be prioritised.



# Planning and Transport

Planning and zoning determine, to a great extent, how we live and move. Accordingly, they need to anticipate and enable change. We need to begin undoing past mistakes.

Nearly all of our planning and zoning are presently oriented towards car-dependence. There is increasing demand for other paradigms, bringing more of the advantages of the best in urban living to smaller towns, suburbs and rural places.

New developments must be planned putting non-car mobility front and center. Existing neighbourhoods need zoning changes to retrofit for non-car mobility.

We can “neighbourhoodise” our development to build social connection and reduce routine traffic and parking. Neighbourhood centres might include:

- Smart delivery lockers (like at New World)
- Bike/scooter/car-share hub & EV fast-chargers
- Character features (garden, natural play area, orchard, fountain, community bread/pizza oven, outdoor stage/theatre, fire pit, etc)
- Bus stop

# Design and Transport

Design affects transport. Since WW2, we have increasingly designed for car-dependent lifestyles. New development needs to be better designed to support other transport modes, including walking. The design of older developments must be retrofitted to adapt to new needs. Design transforms expense into value.

Smarter design is many small things that start to support reduced car-dependence.

- Homes without garages, driveways or parking
- Streets designed to prioritise people first, micromobility next, and cars last
- Denser, in-Centre living buildup
- Secure parking for bikes and scooters
- Safe, attractive, direct laneways connecting developments instead of walls isolating them
- Places for people to rest, linger and interact
- Bus stops and car-share parking
- Neighbourhood delivery points



# Equity, Inclusion, Well-Being and Transport

A range of quality transport modes is essential to equity, inclusion, and well-being. While cars are undeniably needed in the District, excessive car-dependence negatively impacts economic, health, and social well-being. Cars, and implicit subsidies for them, are neither equitable nor inclusive.

Lack of affordable transport is an inefficient drain on the economy. Cars are expensive, typically \$5,000-\$20,000 per household per year, which a low-income district can ill-afford. Even these high figures ignore the externalised and opportunity costs of pollution, emissions, and infrastructure.

A car-dependent district is inequitable, creating disproportionate challenges for low-income families. It's non-inclusive for young people who are stuck at home or begging parents for rides and the elderly who can no longer drive.

Outdated transport provision is perceived as "backwards," limiting the District's ability to attract or retain the skills, talent and investment that create wealth and income.

The isolation of car-dependence and sprawl negatively impact physical, social, and mental well-being. Cars intrude on what should be people-first places.



# Reduce the Dominance of Cars in Kerikeri Centre

Innovate for a vibrant, beautiful,  
people-first centre and surrounds.

Today our Centre is dominated by cars.

Broad-based data collection by Our Kerikeri strongly supports a demand for change.

This imperative connects with several Our Kerikeri goals developed directly from our data.

Goal 1 Revitalise and preserve our **vibrant village feel** as a **people-first place** for living, business, connections and enjoyment

Goal 2 Promote effective planning, infrastructure and growth for a **beautiful, functional Kerikeri**

Goal 7 Build a culture of **innovative, sustainable living**—living lightly and learning from nature

The status quo of car traffic *and* car parking both presently stand in the way of achieving these goals.

# Minimise Traffic

*Adding highway lanes to deal with traffic congestion is like loosening your belt to cure obesity. —Lewis Mumford*

Building roads is expensive and environmentally destructive. It perpetuates a car-dependent lifestyle. Furthermore, induced demand is real, negating the benefit of adding roads, lanes and parking soon after they are built.

Kerikeri's traffic problem tends to be overstated, and is largely confined to a few peak hours.

- Collaborate with schools and businesses to offer soft/staggered starting and ending hours for students and employees
- Deconcentrate pickups and dropoffs
- Facilitate alternatives to private car trips
  - Other modes
    - Walk, bike, scooter, bus
  - Park 'n' (walk/bike/scooter/bus)
  - Car share
  - Delivery





# Build Loop and Bypass Roads

Remove cars from our people-first spaces.

Minimising traffic is an important step, but will not entirely address the fact that Kerikeri Road is presently both a Centre street and a through road.

As a high priority, we need a new Loop Road designed to unburden Kerikeri Road from through traffic, e.g. a connection from King Street or Clark Road to Butler Road or Aranga Road.

As a lower priority, we need a new Bypass Road connecting the Shepards/Inlet/Mill Lane area with SH10 or Kerikeri Road (well to the west of the Centre)



# Shift Parking to the Periphery

Fewer cars, better utilisation and smart incentives are the keys.

Like traffic, Kerikeri's parking problem tends to be overstated. Again, our first line of action should be to minimise private car travel, reducing the need for parking. Improved discovery and utilisation of existing parking is the next step.

Many existing private spaces on the periphery are used only intermittently, e.g. Rugby Fields, Turner Centre, Baptist Church, Northtec, Packhouse Market, Kerikeri High School, etc. Incentivise collaboration and sharing and facilitate transport to the Centre.

Public parking should be affordable, but not free. [Council (or contractor) as broker of private spaces, sharing revenue to incentivise]

With these steps, parking in the Centre can be largely eliminated, in stages, allowing for beautification, pedestrianisation and infill development.

# Beautify and Pedestrianise

Revitalise and preserve our vibrant, village feel. Make beautiful, people-first places. Let well-being flourish.

Opportunity to beautify and pedestrianise the Centre opens once we begin to succeed with traffic minimisation, loop and bypass roads for remaining through traffic, and shifting parking to the periphery.

Even before new roads are built, we can beautify and pedestrianise in “superblocks” adjacent to Kerikeri Road. Better pedestrian crossing is essential. No more “pedestrians yield to traffic”.



*Example of four superblocks that could be developed before completion of loop or bypass roads.*



# Infill for Residential Density

Infill is the new “win”, serving growth smartly without adding to suburban sprawl and its disproportionately costly infrastructure.

With parking shifted out of the Centre, opportunity opens to do even more than beautify and pedestrianise. We can infill for residential density.

Infill supports vibrancy, and fills a need for smaller-scale, in-town living. Businesses are supported day and night by a “captive population”, offsetting business concerns about the loss of adjacent parking.

Infill creates new rateables to support Council infrastructure and improvements. Well-designed infill is far more cost-effective than sprawl.

Conversions from private carpark to infill development creates the windfall of valuable “new” land. These windfalls could be shared between private owners and Council with, for example, owners tendering a proposal/payment for the right to convert.



# Facilitate a Variety of Transport Modes

Multimodal transport for equity, inclusion and well-being.

Presently, we are largely dependent on a one-size-fits-all vehicle, the private car. Private cars are costly, creating inequity for low-income residents. They are also non-inclusive to children and the elderly. Further, car-dependency leads to unhealthy lifestyles of physical inactivity, stress, and social isolation.

Conversely though, cars have value, and should not be eliminated. Rather, they should be supplemented with other, well-supported transport modes to increase equity, inclusion, and well-being and to avoid being at a disadvantage relative to other regions.

We are at the cusp of an explosion of transport alternatives including micromobility, autonomous self-driving, apps for sharing and, in the not-too-distant future, eVTOLs (electric air taxis). However, it's not always about technology. Walking works too.



# Walking

A low-cost, healthy, low-emissions alternative for almost everyone.

Walking is a healthy alternative to driving, and accessible to a very wide range of residents, including children, the elderly, and low-income families. Walking promotes equity, social connection, physical and emotional well-being and—by avoiding the high cost of driving—financial well-being.

We can support walking with a safe, attractive, inspiring environment. We can improve our recreational trails, and increase connections to an expanding network of both recreational and functional walking opportunities.

We must create a people-first Centre, prioritising pedestrians. “Pedestrians Yield to Traffic” must end.



# Micromobility

More low-cost, low-emissions alternatives for the underserved space between too-far-to-walk and shouldn't-have-to-drive.

Micromobility, including (e-)bikes, (e-)scooters, cargo bikes, etc, is an increasingly popular and cost-effective alternative for the very high proportion of trips that are just a bit too long to practically walk.

There is nothing magical about the Dutch or the Danes. Safe, appealing infrastructure gets people out of their cars. The District has recreational biking opportunities, but Kerikeri lacks a useful, safe network connecting everyday destinations.

While it's unlikely that Lime, Bird or Uber would enter our District soon, there is an abundance of "white labels" providing micromobility sharing software/hardware platforms. We can partner with other districts to spread the administrative burden. If our low population density doesn't initially support "dockless" operation, we can start with "docked" sharing at neighbourhood hubs.

# Bus

While micromobility is the latest trend, bus transit is a time-tested, proven way to increase equity and inclusion and reduce costly car-dependence and parking. We should begin now with an incremental buildup of a bus network supporting the Kerikeri area.

We can look to comparable population sizes and densities, e.g. Waiheke Island, for examples of effective bus service. Frequency and route choices are key.

We need to make our Centre and surrounds more bus-friendly, not less. The recent outcry about shifting intercity service to the airport underlines this view. If we are arguing that buses take parking spaces from cars and increase traffic, we are going backwards. Buses solve transport problems. Electric buses tackle GHG emissions.

Consider absorbing the Kerikeri school transport operation into a public bus service, where student transport would serve as a ready-made “anchor tenant” and source of significant (~\$1 million per year) startup revenue.

Buses can connect the Centre with park ‘n’ ride locations at spurs such as Redcliffs Road, Inlet Road, Purerua Road, Pungaere Road, etc.





# Networks

Our current transport network is almost exclusively served by cars and trucks driven on roads. We need to move away from this one-size-fits-all approach, building connectivity and transport networks appropriate to a variety of scales.

At the smallest scales, walking and biking in and between local neighbourhoods makes sense. Enable this with neighbourhood hubs, residential infill in the Centre, foot/micromobility laneways (preferably along safe, direct, greenway routes separated from roads), and Dutch-style “woonerf” (shared low-speed) streets. A very large proportion of trips could be covered in under 20 minutes on foot or bike, provided safe, appealing infrastructure was available.

At the next scale, buses can connect the Centre with peripheral park ‘n’ ride lots at the “spurs”.

At the scale of connecting between towns in the district and to bigger cities (e.g. Whangarei and Auckland), frequent, affordable bus service is needed.

Equity, inclusion and well-being will all improve as our networks shift towards making cars the exception, not the rule.



# Focus on the Future

Informed, proactive, strategic, adaptive,  
resilient, and aspirational.

Focusing on the future ties back to thinking holistically about transport and its relationship with planning, design, equity, inclusion, and well-being.

We need to avoid cycles of do-undo-redo in favour of incrementally building and changing towards the future we envision.

Change—social, economic, demographic, technological—will be huge and fast, and transport provisions need to be resilient and ready to adapt.

“Blank space” and interconnection corridors become increasingly essential in our developments to help manage the new and unforeseen.

Climate change concerns must overlay every community decision.

Visionary aspiration will keep us competitive with other centres and regions, preventing “brain drain” and economic decline.



# Education and Marketing are Keys to Change

Populations away from cities tend to be less aware and more resistant to change. Essential changes to district transport will stall without effective, sustained, well-funded education and marketing efforts.

Citizens and voters will need help to understand decisions and action around transport changes. Both education (informing the public) and marketing (shifting public mindsets) are needed. These efforts can take place via a variety of settings and media, including:

- Social media, influencers, and websites
- Prizes, competitions, and giveaways
- Events and promotions
- Packages and discounts
- Advertising and videos
- School, business, and community outreach
- Posted route maps and timetables

Sustained investment in education and marketing to shift to more efficient behaviours is far less expensive than building new infrastructure in support of inefficiency. Underfunded campaigns will fail.



# Strategic Developments

Big upcoming opportunities for new living paradigms to transcend 20<sup>th</sup> century suburban sprawl and car-dependent planning and design.

Our Kerikeri has identified two highly strategic blocks of land that, when developed, would have a significant impact on transport, traffic and parking.

1. The ~200 ha block between the golf course, SH10, and Waipapa Road.
2. The ~24 ha “Woodlands” block near Kerikeri Centre.

It is critical to the future of Kerikeri that these blocks be planned and designed to not promote car-dependence.

It is likely that developers will not want to develop these blocks in compliance with existing zoning, and plan changes would be needed. This is Council’s golden opportunity to demand 21<sup>st</sup> century best practice on planning and design, and to begin creating examples of alternatives to the dominance of car-dependent living in the District.

# Eye on Technology

Technology will bring both enormous opportunity and challenging disruptions. We can make informed predictions, but we must expect big surprises as well.

- Self-driving, shared, electric everything
  - Reduced labour costs, e.g. bus drivers
  - Increased equity and inclusion for non-drivers
  - Shrinking parking footprint shifts to lower value land
  - Much lower per km travel costs
  - Low/no emissions
  - More charging, less petrol
  - Carparks and paths covered with solar panels
- Robots, delivery, drones and warehousing
  - Reduced construction and maintenance costs
  - Less traffic, errands, routine shopping
- eVTOL (electric vertical takeoff/landing, “air-taxi”)
  - Less need for intercity roading upgrades
  - Landing space needed near demand centres
  - Existing regional airports devalued
- Internet, AI, satellites and security
  - Data and vision everywhere, analysed automatically
  - Microtransactions, reactive pricing, mediated by AI that knows your needs and preferences
- Tunnels
  - Cheap tunneling opens the third dimension
- Life and health extension
  - More older people, more needs, but also greater abilities for longer

# Demographic, Economic and Social Shifts

It has taken 30 years for increasingly ubiquitous computation and data to transform society. The pace of change continues to accelerate. What will the next 30 years bring?

- Growing, ageing population
  - Slower, simpler traffic flows needed
  - Inclusive transport provisions
  - Safer, well-connected pedestrian provisions
- Food production
  - Much less grazing, more horticulture
  - Population and traffic shifts
  - Land availability and price shifts

The internet drives social and economic change towards less fixed, more flexible arrangements

- Shift in housing, living arrangements
  - Denser, flexible, transient
- Sharing economy
  - Less ownership of assets, e.g. cars, homes
- Schooling becomes more flexible
  - Times and places blur as “industrial model schooling” fades
- Centres shift from shopping to living
  - Social purposes up, transactional down

Wealth and income continue to grow while labour shrinks—What will we do with our time and money?



# Climate Change

Climate change mitigation and adaptation overlay every community decision. A proactive approach is needed. There is synergy in reducing emissions, traffic and parking together.

Transport is a very significant source of the greenhouse gas emissions that cause climate change. Road vehicle emissions are up 82.1% from 1990 to 2016 and made up 39.1% of New Zealand emissions in 2016.

Simply put, Council must (using a combination of “carrots and sticks”) facilitate urgent reduction of transport emissions.

- **Less** - Kilometres traveled in petrol/diesel vehicles, especially private, single occupant
- **More** - Walk, (e-)bike, (e-)scooter, electric bus, EV, shared delivery, car-pool
- **Improved** - Planning and design

Note that every alternative mode (except private EVs) also helps the shift to reduced traffic and parking in the Centre. There’s synergy here. We can make a more liveable Kerikeri *and* reduce emissions.



# Aspirational Goals

Vision, and its skilful execution, prevents “brain drain” and economic decline. Adequate is inadequate. Build and change for better, smarter growth. Invest in modern transport to create a positive feedback effect.

By 2032, Kerikeri will be widely recognised throughout New Zealand for strategically, proactively and successfully interweaving transport improvements with planning, design, equity, inclusion, and well-being.

Our high-quality transport will help attract the skills, talent, and investment that build wealth and income and enhance the well-being of all our residents.

By 2032, following a series of lead-in transport investments, we will see a positive feedback cycle, where increasing wealth supports increasingly excellent transport, which in turn builds greater wealth.