Proposed Changes to Cass St. & The Strand, Kororāreka Russell: Community Feedback Summary Report

Introduction

This report collates feedback on proposed changes to Cass Street and The Strand in Kororāreka Russell. The purpose of this engagement was to seek feedback from the public on near-final designs developed over the previous eight months by the Russell Roading Working Group. A plan (Appendix 1) and artists impressions (Appendix 2) were provided for the public to comment on. Community engagement ran from 18 June to 12 July 2026 and included:

- Email feedback from immediate residents, ratepayers and business operators: 18 - 30 June (n=7).
- Conversations by phone and door-to-door targeted to immediate residents, ratepayers and business operators: 23 - 27 June (n=38 from 33 locations).
- Drop in hui: 24 June, 25 June and 27 June (n=21).
- Paper and online survey open from 22 June to 12 July (n=44).
- Russell Noticeboard Facebook comments in June-July (n=36).

Survey questions[1] were:

1. How would you describe your connection to Kororāreka-Russell?
2. What do you like most about the designs for Cass St and The Strand?
3. Are there any improvements you'd like to suggest? If yes, please explain.
4. Are there any aspects of the plan that you have strong concerns about or could not support? If yes, please explain.
5. Please share any other thoughts or feedback.

A total of 339 themed comments were received from 110 individual responses[2], via the formal engagement. 36 comments from the Russell Noticeboard Facebook page are also collated. Those engaged personally were most likely to record their overall support,

[1] A copy of the survey is in Appendix 3

[2] Some respondents gave feedback through more than one avenue (e.g drop in hui and survey) and people tended to offer more than one comment. 27 comments were repeated by the same person so were only counted once.

those in surveys most likely to highlight improved safety and access for pedestrians and those on Facebook to acknowledge the process of decision making.

Formal engagement findings

Total themed comments	Supportive	Minor changes	Concerns or opposition	Other[3]
339	147	118	68	6

- 43.4% of comments from the formal engagement support the proposal overall, with 33 individual responses supporting the proposal in its entirety (9.8% of the overall total comments).
- 34.8% support the proposal and suggest minor changes, usually focused on a particular aspect such as signage, the second disability car park or the loading and drop off zone.
- 20.1% oppose elements of the proposal, with some offering very strong criticism of it and 17 comments (5.0%) opposing the proposal in its entirety. (These comments are from 8 individuals).
- 1.7% offered thoughts that were out of scope, such as resealing roads or focusing on beach erosion.

Supportive comments

Of the 147 supportive comments, 33 appreciate the overall design and request no changes. The remainder (114) focus their appreciation on particular elements as shown in Table 1.

Table 1. Community appreciation for particular elements of the proposed plan.

	Emails	Direct	Drop in H	Surveys	**Totals**	**% of 147**
Everything or neutral		32	1		**33**	**22.4**
Changes to car/motorbike parks and delivery/drop-off zones/bus stop (number/position/width)	1	21	5	5	**32**	**21.8**
Safety and access for pedestrians including bollards	1	12	2	12	**27**	**18.4**
Second disability park		8	2	2	**12**	**8.2**

[3] Out of scope

Short term car park/reduce traffic/better flow/calmer		3		8	**11**	**7.5**
The poutama, light carving, Te Ao Māori elements		4	2	3	**9**	**6.1**
Process to get to this stage		6		1	**7**	**4.8**
Attention to aesthetics and heritage	2			4	**6**	**4.1**
Keeping Cass St entry "bump" in brick		1	2		**3**	**2.0**
Ensuring restaurant access by vehicle			3		**3**	**2.0**
Keeping gardens		2			**2**	**1.4**
No campervans		2			**2**	**1.4**
Totals	**4**	**91**	**17**	**34**	**147**	**100.1**

"I really like the overall design of The Strand. My favourite part is the open space, it feels much more spacious and relaxed, great for walking around. I also love the Māori designs that are included, it adds such a nice local touch. The layout looks natural and easy to move through too."

"The open feeling, no narrowing of Cass Street at the entrance or midpoint, no clutter like planter boxes. The simplicity. The additional disability car park. The drop off area by the old man's seat. I also like that the loading zone by the fuel tanker spot will be marked out. I like that cars can go in both directions on Cass Street. I like that authorised vehicles can use the Southern Strand. I like the additional parallel park outside Wood2water.."

"The poutama is welcoming."

Suggested minor changes

Many people who are supportive of the proposal, also offer suggestions for minor changes (118 comments). Thoughts on minor changes ranged widely, with several strongly-worded responses by individuals, and most suggestions parking and traffic related, as shown in Table 2. When grouped together, these make up 46.2% of all the suggested minor changes and include some requests for further reductions in parking and more pedestrian facilities:

Table 2. Suggested minor changes for car parking and traffic flow.

	Emails	Direct	Drop in H	Surveys	**Totals**	**% of 119**

Aesthetics & amenity to enhance heritage, retain/share histories, add seating, shading, rubbish bins & art, ensure durability & indicate no parking	2	5	3	6	**16**	**13.4**
Remove planter/shorten gardens so bus stop is closer to footpath & to improve parking		6	5	4	**15**	**12.6**
Seasonal Shared Zone	1	2	11		**14**	**11.8**
Ensuring changes are adhered to		11	2		**13**	**10.9**
Various signage suggestions: lower speed limits, parking times, 'no entry'; double- sided, heritage-style and in specific locations	1	2	7		**10**	**8.4**
Add cycle racks	1		6		**7**	**5.9**
Remove/shift The Strand disability park		1	2	3	**6**	**5.0**
Add to Google Maps/include direction to public toilets		6			**6**	**5.0**
Mark delivery and drop-off zone into parallel carparks		3	2		**5**	**4.2**
Retain same number of car parks	2				**3**	**2.5**
More parking/no bollards outside Jiffy or Wood2Water				3	**3**	**2.5**
Ensure refuelling zone is 14m long		1	1	1	**3**	**2.5**
Provide less parking				3	**3**	**2.5**
Create poutama in lighter colourway, reduce light carving, check historic bricks		2		1	**3**	**2.5**
Delivery/drop-off zone stay as angle parking	1			1	**2**	**1.7**
Slow speed on all Cass and add a speed bump on The Strand North			2		**2**	**1.7**
Allow parking in loading zones 6pm- 6am		1		1	**2**	**1.7**
Permanent residents making decisions				2	**2**	**1.7**
Ensuring practicality				2	**2**	**1.7**
Completely block cars				1	**1**	**0.8**
Remove motorcycle car parks				1	**1**	**0.8**
Totals	**8**	**40**	**41**	**29**	**118**	**99.8**

"If there has to be another mobility parking space, it should be located at the entry to Cass Street from York Street rather than on The Strand. I do not want to see cars parked there, as it takes away from the amenity, and I don't see the need for mobility parking specifically there, if sufficient other options are provided on Cass Street. It

would be better if the whole of Cass Street had a colour other than asphalt; if pavers throughout are too expensive, terracotta colour could be used to signal that this is not a car dominated space."

"No car parking. Instead, more shaded seating. A drinking outlet/fountain. More trees. Planter boxes."

"I like that The Strand is an environment for walking and playing. I would reduce parking spaces in Cass Street further, e.g. have them only on one side. I applaud the re-designed mobility parking on Cass Street but find the new mobility parking on The Strand misplaced."

Concerns and opposition

68 comments expressed strong criticism or opposition to the proposal, including sixteen people (4.7%) who are concerned that changes will be removed by disgruntled locals and wish to see them enforced. Concerns and opposition are recorded in Table 3.

Table 3. Community concerns about and opposition to particular elements of the proposed plan.

	Emails	Direct	Drop in	Surveys	**Totals**	**% of 68**
Totally opposed: "works well as is"		2		15	**15**	**22.1**
Changing car parks - keep as is (number & position) improve usability by reducing gardens	1	9		2	**11**	**16.2**
No poutama or carving		2	5	4	**11**	**16.2**
More short term parking (instead of loading zone ar disability park on The Strand)	1	2		3	**7**	**10.3**
No bollards at Cass and York	1	3		3	**7**	**10.3**
No disability park on The Strand		6	1		**7**	**10.3**
Not pedestrian-friendly enough				3	**3**	**4.4**
Remove bollards along drop off and delivery zone		2			**2**	**2.9**
Better signage				1	**1**	**1.5**
No Motorbike parking		1			**1**	**1.5**
Upgrade toilets		1			**1**	**1.5**
Inadequate lighting				1	**1**	**1.5**
Loss of historic feel (colour, style)				1	**1**	**1.5**
Totals	**3**	**28**	**6**	**31**	**68**	**100.2**

"Check whether the bricks in the Sydney Square are historic - they may come from the Brick Factory (NZ's first) in Waihihi Bay. If they are from there then they probably should be acknowledged as such."

"The bollards are not in keeping with the historic nature of the town. A simple concrete kerb would work to enforce the footpath. Spend the funds on upgrading the public bathrooms instead."

"I don't want the fuel loading zone to be made smaller. Vehicles need to be able to park there to unload and you need space to fit 2 cars or an 11 metres long fuel truck. Keep this loading zone 14 metres. I prefer aged uncarved wood for the bollards by the Old Man's Seat, they will match the style of the wharf."

Facebook comments and reactions

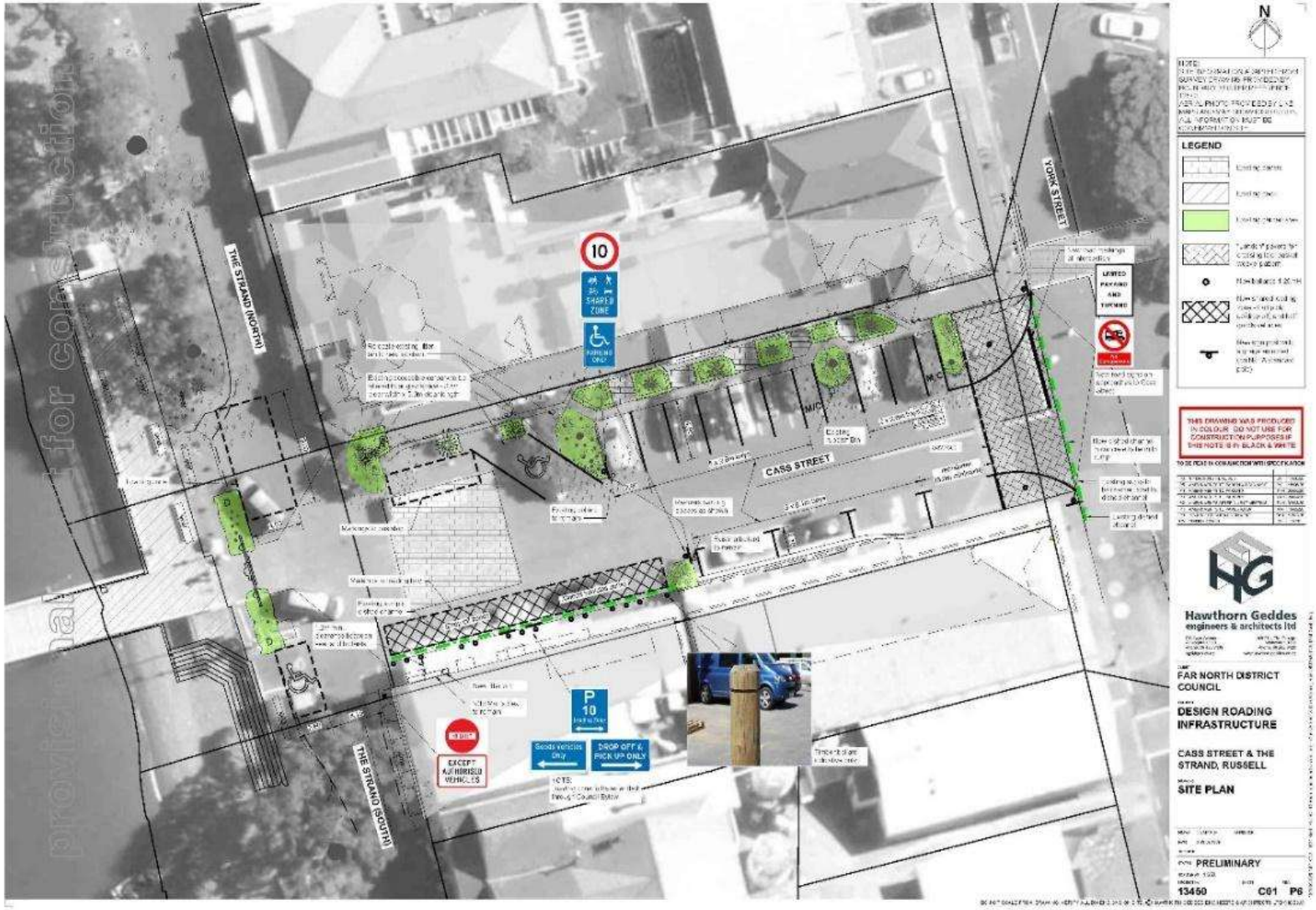
Responses to a post by Jane Russell on 22 June were analysed on 12 July. The post invited group members to engage with the formal process and included an image of the Hawthorne Geddes plan (Appendix 1).

The post received 29 thumbs up reactions, and 36 comments from 25 individuals:

- 12 comments and replies are critical about the proposed changes with regard to the losses to the total number of car parks, ignoring locals opinion, the costs involved to make the proposed changes and perceived losses of heritage and aesthetics.
    - 4 comments criticising the loading zone received 13 thumbs up from 11 people.
    - 3 comments about ignoring local feedback received 7 thumbs up from 6 people.
    - 3 comments about costs received 10 thumbs up from 10 people.
    - 2 comments about loss of heritage and aesthetics received
- 10 comments and replies focused on helping people engage with the consultation process, such as asking about meeting logistics, providing information on how to participate, or encouraging attendance.
    - These comments received 8 thumbs up or heart reactions from 8 people.
- 7 comments and replies offered suggestions, or proposed alternative ideas about design and traffic control, the need for more information online, keeping things as-is or allocating the money elsewhere.
    - These comments received 16 thumbs up or heart reactions from 15 people.
- 5 comments are explicitly supportive or positive about the project, the working group's efforts to find "a compromise", or specific elements of the new design, such as supporting the "working wharf".
    - These comments received 10 thumbs up or heart reactions from 10 people.

- 2 minor changes were suggested. These focused on making the shared zone seasonal and using “wireless activated bollards” to block The Strand to vehicles.
    - These comments received no reactions.

Appendix 1: Plan view of proposed changes to Cass Street and the Strand.



Appendix 2. Artist impressions

Appendix 3. Online and printed survey

Te Kaunihera o Te Hiku o te Ika
Far North District Council

Final roading designs for Cass St and The Strand

Survey form June 2026

You can also share your feedback online at **www.fndc.govt.nz/yoursay**. Sharing your feedback online saves cost and time. If you need more space than is provided on this form, please feel free to write on extra pages. If you have extra information you would like council to consider, please attach it to your feedback.

About you

First name *(required)* _____

Last name *(required)* _____

Organisation and position in organisation *(If applicable)* _____

_____

Your email *(required)* _____ Phone _____

Which community board area do you live in?

◯ Te Hiku (North) ◯ Bay of Islands-Whangaroa (East)

◯ Kaikohe-Hokianga (West) ◯ Outside Far North

Would you like to be informed about future consultations via email?

◯ Yes ◯ No

PRIVACY STATEMENT

Anyone is invited to submit feedback on this consultation, whether as an individual or on behalf of an organisation, however, any submissions that are out of scope, offensive, inappropriate, or late may not be accepted by the council. You will be notified if your decision is not accepted and, where appropriate, invited to resubmit. Any submissions made become part of the public consultation process. The collection and use of personal information by the Far North District Council is regulated by the Privacy Act 2020. Please note that your submission or a summary of your submission will be treated as public information and may be published on the council's website and made available to elected members and members of the public as part of the consultation process. Your name and contact details (phone number, email) will only be used for administrative purposes – such as the council contacting you to update you on the outcome of this consultation and letting you know about future consultations.

◯ **I have read the terms of this public consultation *(required)***

CONFIDENTIALITY

If you also wish your name to be treated as confidential, please confirm by ticking the box below.

◯ **Please keep my name confidential**

Please complete the questions on the back

1. How would you describe your connection to Kororāreka–Russell? *(required)*

Tick all that apply

☐	I whakapapa to Kororāreka–Russell
☐	I am a resident of Kororāreka–Russell
☐	I am a regular visitor to Kororāreka–Russell (e.g. I work in the area, have a holiday home, visit often, or have close ties)
☐	I am an occasional visitor to Kororāreka–Russell (e.g. holidays or day trips)
☐	I don't live in or visit Kororāreka–Russell but have an interest in the area

2. What do you like most about the designs for Cass St and The Strand? ***(required)***

_____

_____

_____

_____

_____

_____

_____

_____

_____

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3. Are there any minor improvements you'd like to suggest? *(required)*

Tick one option

☐	Yes
☐	No

If yes, please explain

_____

_____

4. **Are there any aspects of the plans you have strong concerns about or could not support?** *(required)*

Tick one option

☐	Yes
☐	No

If yes, please explain

5. **Please share any other thoughts or feedback**

FEEDBACK CLOSES ON DATE MONTH YEAR

By post:
Submissions
Far North District Council
Private Bag 752
Kaikohe 0440

In person:
hand it in to any council service centre, library or isite / information centre.

Scan it:
Scan and email to submissions@fndc.govt.nz