

## 4.4 MEREMERE

### Snapshot

**Population:** 564 (2016 estimate), with growth projected to reach 711 by 2045.

**Location:** Meremere overlooks the banks of the Waikato River to the west and Whangamarino wetland to the east, is accessed by intersections connecting to SH1, and is located on the rail line between Mercer and Te Kauwhata.

### Consultation feedback

During consultation sessions the following key issues and ideas for Meremere were put forward:

- There is a need for greater recognition of Meremere's heritage assets.
- Negative perceptions of Meremere by the outside community should be addressed.
- There are a number of community initiatives that should receive support. One of these is a beautification exercise targeting streetscape and property frontages.
- The hall is a great asset which offers opportunities for a wide range of community activities. Better heating is needed. Maybe it can be sponsored.
- There is a lack of local employment opportunities.
- Employment development should not be within residential areas.
- The Waikato-Tainui land offers a development opportunity. The community seek certainty as to what will happen with this land.
- There is a strong desire for improved public transport accessibility (train and bus) among the community, especially given the low private vehicle ownership in the area. This includes

ensuring that the level of service is reliable and meaningful enough to support commuters and to access health and educational facilities.

Refer to **Appendix A** for a comprehensive documentation of the consultation feedback.

### Top priority initiatives

The top priority initiatives for Meremere include:

- Building a strong identity for the town.
- Celebrating the Redoubt, linking it to a wider Maori heritage experience.
- Providing support to beautification initiatives, assisting with community pride in the place
- Developing youth engagement initiatives to address the issue of youth leaving school early.
- Considering ways to provide more recreational opportunities and facilities for children.

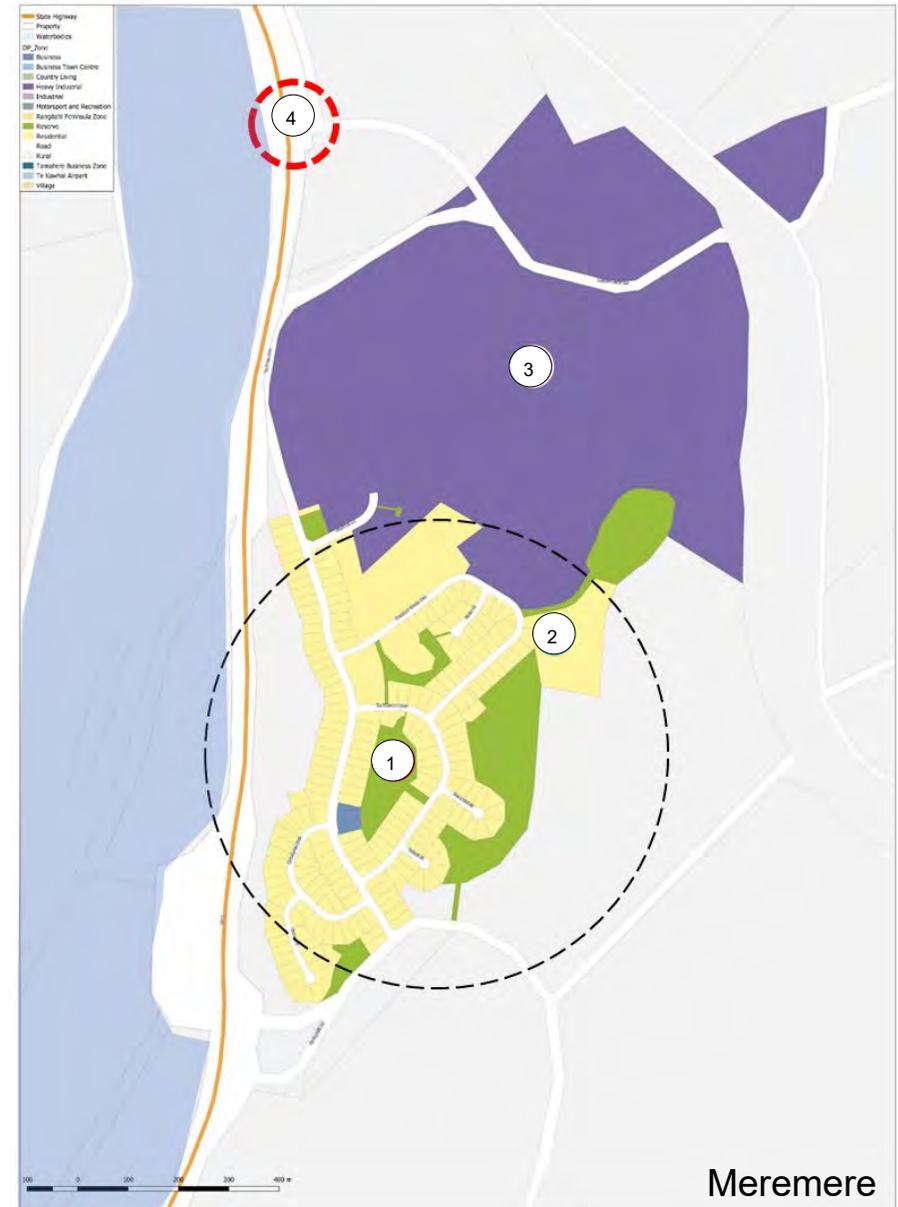
Refer to the table overleaf for more detail.



## Proposed initiatives for Meremere

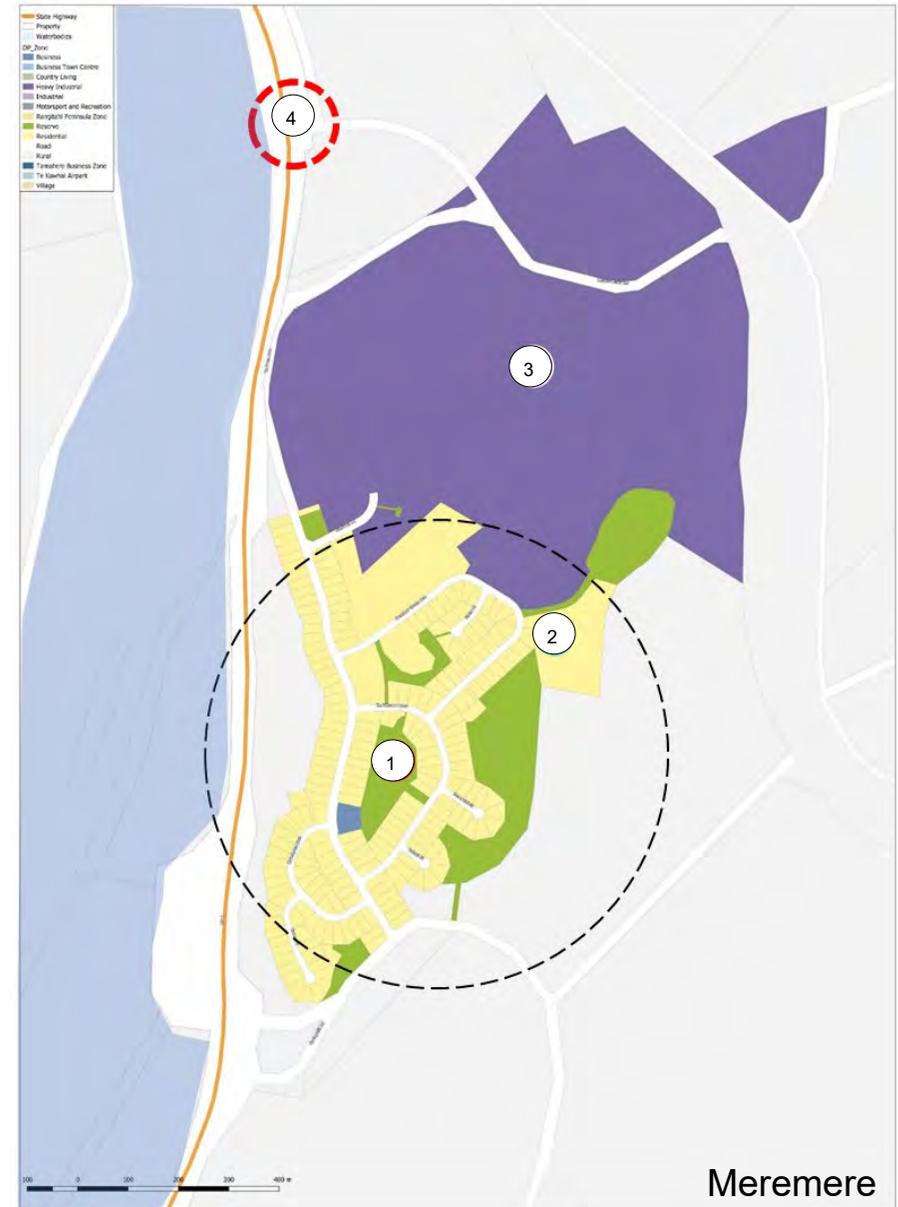
Theme	NO.	Action	Priority
Identity	MM1.1	Build a strong identity based on the river corridor, and the unique qualities of the local area (refer to DW1.1 to 1.4). For Meremere, consider the power station, motorsport, and Whangamarino wetlands.	Top
Iwi	MM3.1	Celebrate the Redoubt, linking it to a wider Maori heritage experience (Tuakau, Pokeno, to Rangiriri etc) (1). Add some associated commercial zoning.	Top
Communities	MM4.1	Provide support to beautification initiatives, assisting with community pride in the place. Consider streetscape, entrance signs, house numbers etc.	Top
	MM4.2	Leverage more activities off the Hall. Seek sponsorship, e.g. for heating (considering solar power) and equipment (2).	Medium
	MM4.3	Prepare a community engagement framework describing how to enable new initiatives, and strengthening relationships between existing committees and the community.	Medium
	MM4.4	Prepare a reputational strategy that builds on local pride.	Medium
	MM4.5	Develop youth engagement initiatives to address the issue of youth leaving school early.	Top
	MM4.6	Consider ways to provide more recreational opportunities and facilities for children.	Top
Economy	MM6.1	Prepare an employment strategy for rangitahi that supports TGH efforts (3).	High
	MM6.2	Establish a Synergy Park / Clean Production cluster.	Medium
	MM6.3	Establish a High Performance Vehicle Cluster.	Medium

*continued overleaf*



## Proposed initiatives for Meremere

Theme	NO.	Initiatives	Priority
	MM6.4	Identify if, how much, and where, possible additional employment land for office development is needed beyond the zoning in the Proposed District Plan.	High
	MM6.5	Identify if, how much, and where, possible additional employment land for retail development is needed beyond the zoning in the Proposed District Plan.	High
Transport	MM7.1	Support continued access off the Waikato Expressway (4).	High
	MM7.2	Consider an overbridge that also allows access to the river and Te Araroa Trail.	Low



Refer to the proposed District-wide actions related to public transport and waste water and water infrastructure upgrades for Meremere.