

20.3 Pouterere Beachfront and Amenity Area



Reserve category	Nature – Coastal
Reserve location	Pourerere Beach Road
Area	Amenity Area 4034m ² , Beachfront Road Reserve ~9889m ²
Reserves Act classification	Recreation Reserve, Road Reserve
Facilities and use	Coastal planting Beach access points (vehicles and walking) Day parking Freedom camping on adjacent road reserve (opposite 86 Pourerere Beach Road). Permit required for peak times through ballot system.
Management approach	<ul style="list-style-type: none"> • Upgrade public toilets • Formalise carparking area • Adopt an approach to rubbish collection – take with you or provide bins and facilities • Continue to provide for well managed self-contained and non-self-contained freedom camping on road reserve • Create formalised areas for self-contained freedom camping area and non-self-contained freedom camping based on distance to toilet facilities • Review other demand management approaches (e.g., fees and charges at peak season times, ballot system, etc) to manage peak demand and behaviour issues • Ensure provision for day trippers so that local whānau and friends can visit on day trips • Continue to work with community groups in the wider management and improvement of the reserve areas • Work with Hawke’s Bay Regional Council to enhance dune management and limit pedestrian walkway access