

# BULLS

*Bulls is the southern gateway to the Rangitīkei, known for celebrating its name and agricultural heritage with humorous bull signs and statues.*

The population of Bulls has grown significantly in recent years, being an affordable option and a commutable distance to nearby Palmerston North (29km), Whanganui (44km) and the Ohakea Airforce Base (3km).

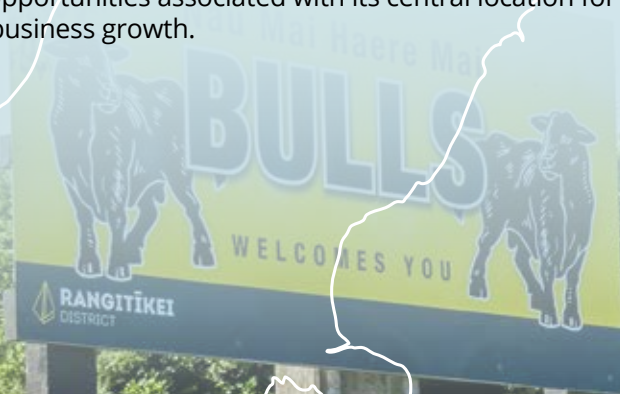
We expect strong growth to continue, with another 2,000 people likely to call Bulls home by 2050. Bulls is expected to see growth in the older age groups which will increase demand for health services, smaller and low maintenance housing and public transport options.

Creating a vibrant town centre, and high quality community and recreation facilities will attract families.

Bulls has many opportunities associated with its central location for population and business growth.



**BULLS**





## VISION FOR *Bulls*

**Bulls** is a growing community, strongly connected to the Rangitikei River and its high quality green spaces. A popular stop for travellers, with vibrant businesses and a transport network that supports the community.


### Key community priorities

- Improving traffic flow and pedestrian safety through town.
- Business expansion and improved wayfinding through town.
- Walkway/cycleway development (Ohakea – Bulls, River loop).
- Bulls Domain development.

### Bulls at a glance

 **2,250** people call Bulls home.


**75** people per year have moved to Bulls since 2014 thanks to its central location between Palmerston North and Whanganui and the growing Ōhakea Airbase.

 **804** houses in Bulls in 2018, 105 of those were unoccupied.

The town's GDP is valued at **63.1M**

The economy was growing strongly before the pandemic, but in 2020 this dropped by more than 5%, more than likely connected to the reduction in motorists.

 **153** businesses in Bulls.

 **801** jobs in Bulls – more than half are employed in manufacturing, accommodation, food services, and construction.





### Key themes

- 1 Transport network improvements
- 2 Supporting infrastructure
- 3 Connection with open space
- 4 Housing growth
- 5 Traveller destination and vibrant town centre
- 6 Business growth

### Key Spatial Moves

- RE Residential Expansion
- RI Residential Intensification
- IH Industrial Hub
- MX Mixed Use Town Centre

### Legend

#### District Plan Zones

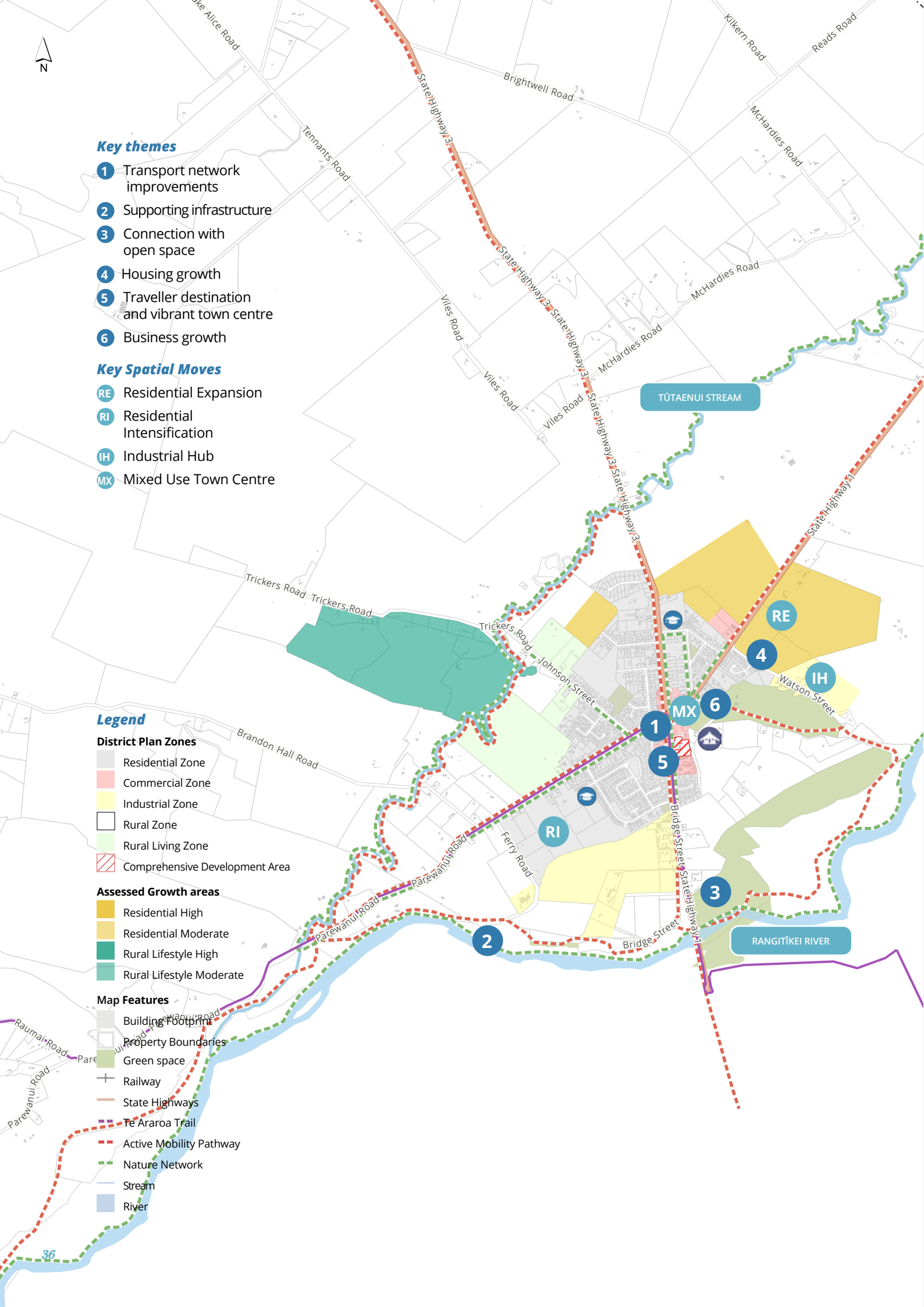
- Residential Zone
- Commercial Zone
- Industrial Zone
- Rural Zone
- Rural Living Zone
- Comprehensive Development Area

#### Assessed Growth areas

- Residential High
- Residential Moderate
- Rural Lifestyle High
- Rural Lifestyle Moderate

#### Map Features

- Building Footprint
- Property Boundaries
- Green space
- Railway
- State Highways
- Te Araroa Trail
- Active Mobility Pathway
- Nature Network
- Stream
- River





SH3 and SH1 intersection - Bulls



Electric vehicle charging station - Bulls

“With the volume of traffic increasing and the trucks aren’t going to get smaller, something should be done about the intersection at SH1 and SH3.”

Community Voice

## 1 Transport network improvements

Located at the junction of State Highway 1 and 3, over 13,000 vehicles<sup>1</sup> travel through Bulls each day.

The volume and type of traffic and multiple intersections can cause traffic flow and safety issues through the town.

Some locals use the back streets to navigate around Bulls to avoid dangerous intersections and congestion. The volume, type and speed of traffic also creates an unsafe environment for pedestrians or other forms of mobility.

Addressing traffic and pedestrian safety issues in the town centre is a top priority for the community.

Public transport or active mobility options are limited, with the residents largely dependent on private vehicles.

### Priorities

- > Make the Bulls town centre safe for pedestrians and improve traffic flow.
- > Develop active mobility pathways around town and that connect with Marton, Ōhakea, and Scott's Ferry that support walking, cycling, e-scooters, mobility scooters and other forms of active and micro mobility.
- > Advocate for improved public transport options.
- > Enable a range of transport types and changing transport technology – e.g. vehicle charging stations, bike racks, hydrogen fuel.
- > Work collaboratively to create a transport network that supports local business growth e.g. easy access, efficiency.

<sup>1</sup> State highway traffic monitoring – annual average daily traffic (nzta.govt.nz)



📍 Old Bulls Water tower

## 2 Supporting infrastructure

High quality infrastructure is needed to support a growing community.

The new Bulls water reservoir is already constructed, and work is underway on the Marton to Bulls Wastewater Centralisation Project.

An additional water source and reticulation upgrades will be needed to meet long term growth projections.

### Priorities

- > Ensure the three waters network is upgraded to support residential, commercial and industrial growth.
- > Work collaboratively with infrastructure providers to plan for future demand.



📍 Infrastructure installation - Bulls

“It is important that all new builds and consents are ensuring that our infrastructure will grow with it.”

Community Voice



### 3 Connection with open space

Bulls has several green spaces across the town, the most significant being the Bulls Domain.

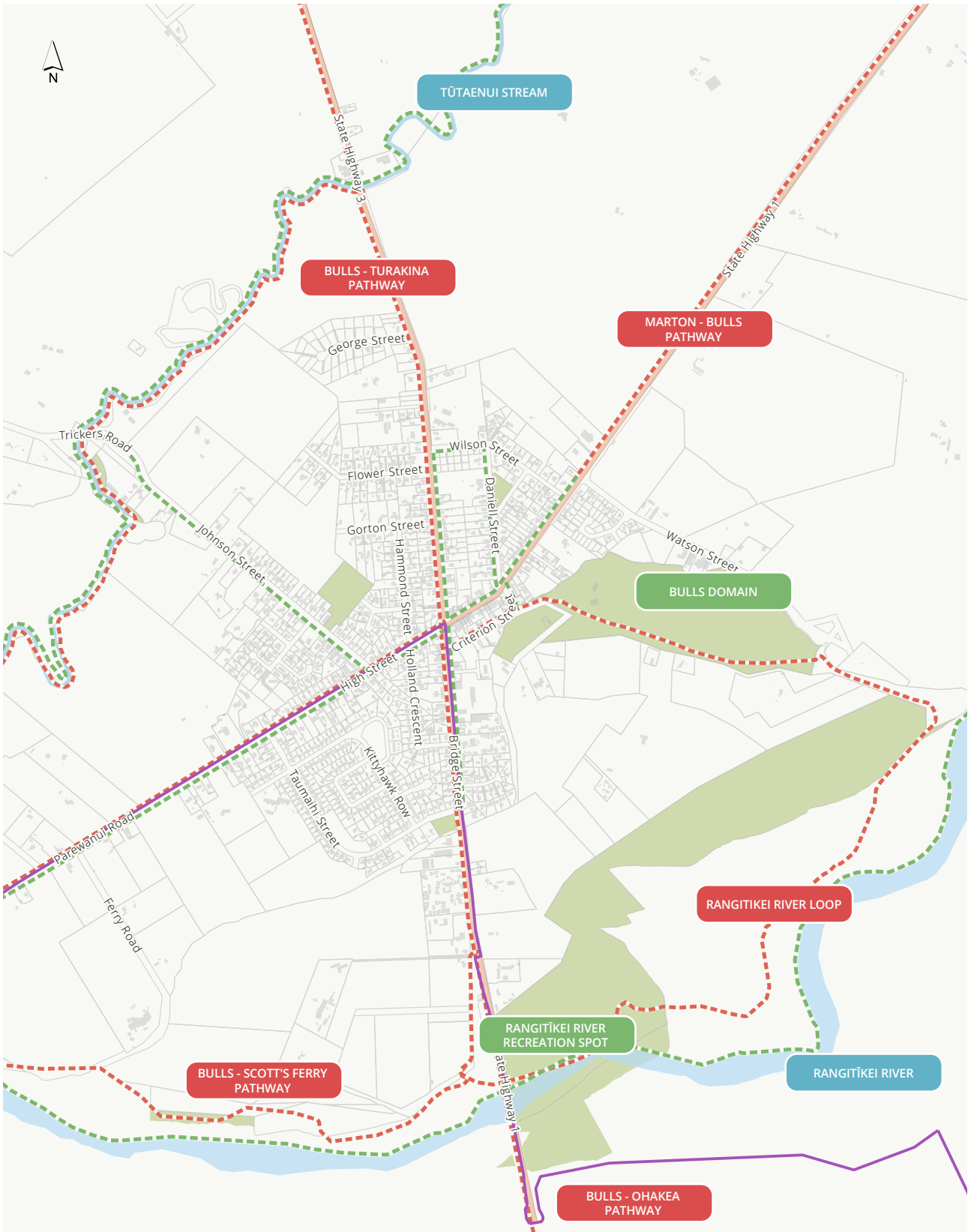
The Bulls community is strongly connected to the Rangitikei River to the east, with the Tūtaenui Stream also located to the west of the town.

There are opportunities to improve the connection between the town, Rangitikei River and Tūtaenui Stream and the recreation activities in the open spaces throughout Bulls.



#### Priorities

- > Develop nature networks between parks, the Rangitikei River and Tūtaenui Stream that provide improved active mobility options, increase connection between the town centre and the Rangitikei River, support wildlife corridors, and green the town centre.
- > Incorporate art and culture into the open space networks.
- > Identify opportunities for the use of green, low impact design, infrastructure.
- > Encourage an increase in canopy cover in Bulls.
- > Develop the access point to the Rangitikei River as a recreation spot with facilities for visitors.
- > Community-led redevelopment of the Bulls Domain.
- > Support improvements to parks and reserves for Bulls that meet the needs of a growing community and are aligned with the Parks, Open Spaces and Sporting Facilities Strategy.



**LEGEND**

**Map Features**

- Building Footprint
- Property Boundaries
- Green space
- State Highways
- Stream
- River
- Active Mobility Pathway
- Te Araroa Trail
- Nature Network



Indicative residential streetscape

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## Housing growth

Bulls provides a small town lifestyle that is highly connected to the wider region.

The town has grown rapidly recently with 600 more people calling Bulls home since 2013. Affordable housing, location and expansion of the Ohakea Airbase will continue to support a rapidly growing community.

Bulls has two primary schools that have capacity to cope with projected growth.

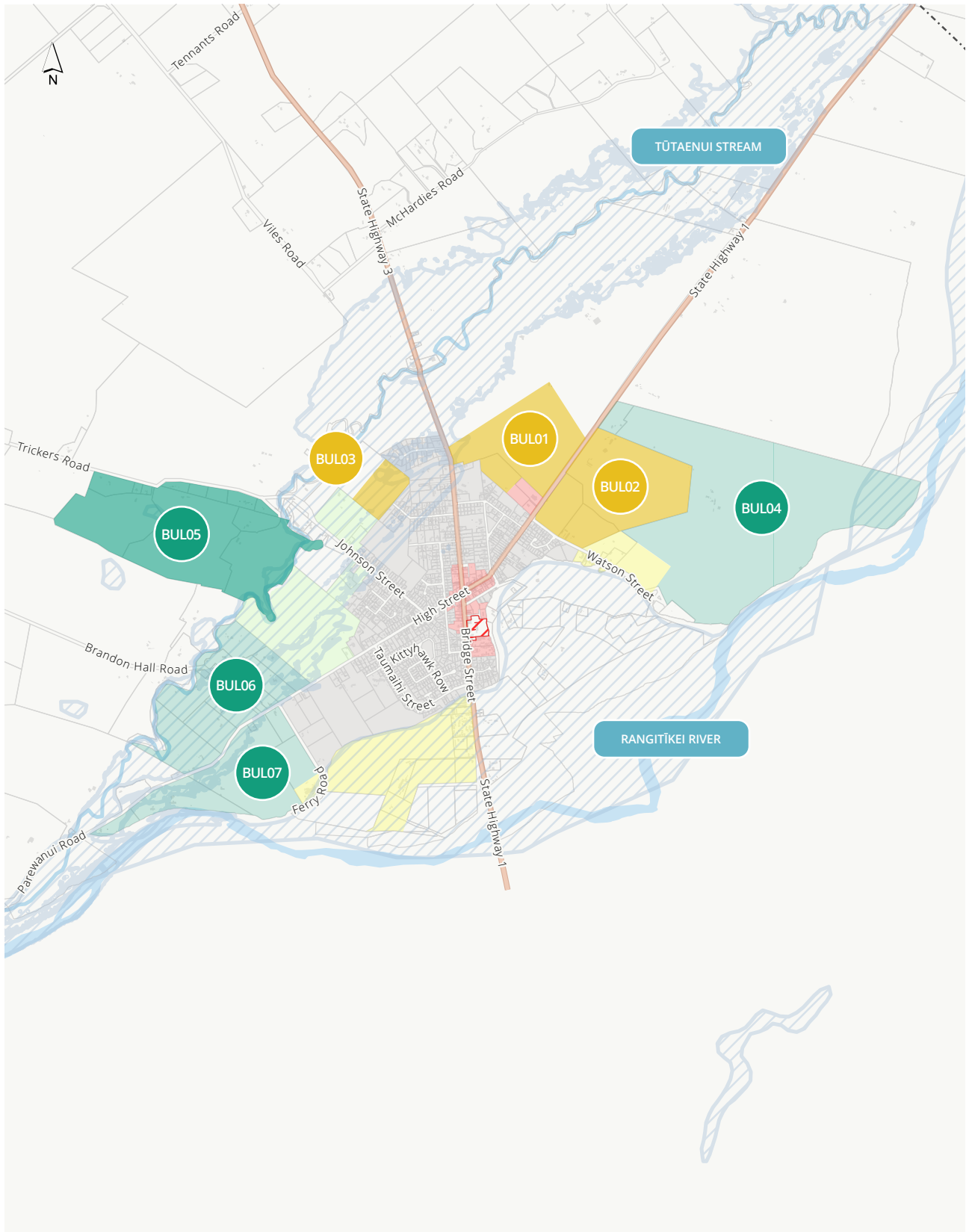
### Priorities

- > Enable a diversity of well-designed housing that is high quality, low maintenance, a range of sizes, close to town, and provides a high level of amenity.
- > Design future growth areas and redevelop the existing urban area so people are able to access services and amenities (shops, health services, parks, schools) within 10 minutes.
- > Avoid housing development in areas at significant risk of flooding.
- > Connect the community via roads and pedestrian connections, including improved connections across the State Highway network.
- > Ensure infrastructure is available to support housing growth.
- > Develop high quality parks to provide the community access to open space.

“Wherever housing is built there needs to be some green space for people to relax in.”

Community Voice





**LEGEND**

**District Plan Zones**

- Residential Zone
- Commercial Zone
- Industrial Zone

- Rural Zone
- Rural Living Zone
- Comprehensive Development Area

**Assessed Growth Areas**

- Residential High
- Residential Moderate
- Rural Lifestyle High
- Rural Lifestyle Moderate

- Rural Lifestyle Low

**Map Features**

- Flood Zone
- Stream

- River
- Building Footprint
- Property Boundaries
- State Highways

## Future residential and lifestyle growth

Bulls could need an additional 34 houses per year, or 1,001 homes by 2050 to meet our growth aspirations.

We already have some land available for new housing, but anticipate needing up to an additional 61 hectares of Residential land and 50 hectares of Rural Lifestyle land.

	Residential	Rural Lifestyle	Total
🏠🏠 Number of houses – per year	33 houses	2 houses	35 houses
🏠🏠🏠 Number of houses – by 2050	951 houses	50 houses	1,001 houses
🌲🌲 Additional land required	61 hectares	50 hectares	111 hectares

A range of potential growth areas were assessed to determine their suitability for future development. The areas have been assessed as follows:

Area	Size	Suitability rating
BUL01	33.7 hectares	Moderate
BUL02	45.7 hectares	Moderate
BUL03	7.1 hectares	Moderate
BUL04	132.5 hectares	Low
BUL05	79.5 hectares	Moderate
BUL06	47.5 hectares	Low
BUL07	42.5 hectares	Low

*Note: There may also be smaller properties on the fringe of the current Residential zone which may be appropriate for rezoning. These will be assessed through a District Plan change process.*

Further work, including technical assessment, will be completed to refine the assessment of future growth areas, which could change this prioritisation.

*A detailed assessment of the growth areas for Bulls is provided in Section 3.*





High Street - Bulls



Bulls



Rangitikei Junction - Bulls



Bulls



Bulls Medical Centre



**LEGEND**

<b>District Plan Zones</b>	Rural Zone	Property Boundaries	Green space
Comprehensive Development Area	Heritage Site	Precincts	State Highways
Residential Zone	<b>Map Features</b>	Indicative Flood Zone	Nature Network
Commercial Zone	Building Footprint	Pedestrian Connection	

**5 Traveller destination and vibrant town centre**

The volume of traffic going through Bulls and its central location provides opportunity for attracting people to stop, shop and relax, and the Bulls campaign has successfully done this for some time.

The Te Araroa Trail travels through Bulls which represents an opportunity for walkers to refuel, camp and explore the Santoft Domain and what Bulls has to offer.

**Priorities**

- > Enhance Bulls as a key stop for travellers in the Central North Island.
- > Improve traffic flow and pedestrian safety through the town.
- > Celebrate the distinct 'precincts' within the Bulls town centre and create wayfinding connections that encourage residents and visitors to walk around the town centre.
- > Implement greening of the town centre.
- > Enhance the entrances to Bulls as the southern gateway into the Rangitikei.
- > Support the strengthening of earthquake-prone buildings and the establishment of new businesses.
- > Increase visitor accommodation.



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### Business Growth

Bulls' location in the Central North Island at the junction of State Highway 1 and 3 makes it suitable for industrial development.

Key theme 5 identifies the opportunities for Bulls as traveller destination.

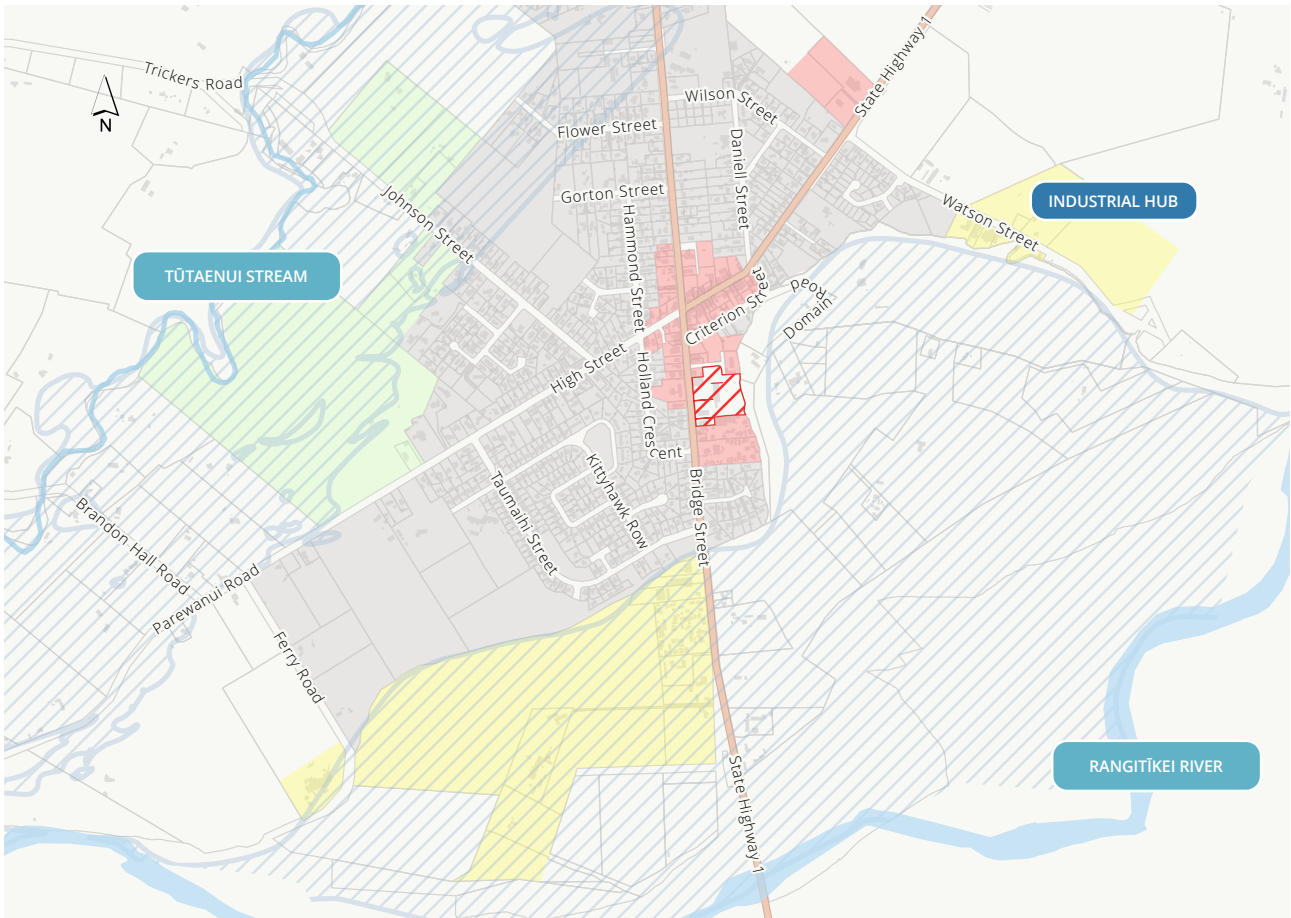
#### Priorities

- > Position Bulls as a major food processing, distribution and logistics hub for the Central North Island.
- > Locate the industrial hub of Bulls along Watson Street.
- > Take a facilitative approach to the establishment of new businesses.
- > Town centre events, placemaking and wayfinding to increase foot traffic around the town centre.



“Industrial should be on the outskirts. Available access to resources but not impacting on the daily lives of residents.”

Community Voice



**LEGEND**

- |                            |                                |                       |                     |
|----------------------------|--------------------------------|-----------------------|---------------------|
| <b>District Plan Zones</b> | Rural Zone                     | Indicative Flood Zone | Building Footprint  |
| Residential Zone           | Rural Living Zone              | Stream                | Property Boundaries |
| Commercial Zone            | Comprehensive Development Area | River                 | State Highways      |
| Industrial Zone            |                                |                       |                     |

**Future Commercial / Industrial growth**

We anticipate the existing area zoned for commercial and industrial activities is big enough to meet future business growth needs.

These projections are based on historic trends of business growth, which means additional land could be required to capture unanticipated opportunities.

Vacant industrial land is available along Watson Street and near the Rangitīkei River on Bridge Street.

Demand for business land will need to be monitored to ensure opportunities for business establishment and expansion is achieved within Bulls.













	Commercial	Industrial
Projected demand	0.8 hectares	2.9 hectares
Expected Capacity (already zoned)	1.4 hectares	8.8 hectares
Land required	-0.6 hectares	-5.9 hectares

## Action Plan

Rangitikei Priority Area	Key Themes	Project		
<b>Thriving Communities</b> <b>Connected Communities</b> <b>Healthy Communities</b>	TRANSPORT NETWORK IMPROVEMENTS	1	1.1	Work collaboratively with Waka Kotahi to develop and implement solutions for improving traffic flow and pedestrian safety through the Bulls Town Centre.
			1.2	Develop Active Mobility Pathways: <ul style="list-style-type: none"> <li>• Bulls – Ohakea</li> <li>• Bulls – Marton</li> <li>• Bulls – Scott’s Ferry</li> <li>• Bulls – Rangitikei River Loop</li> </ul>
			1.3	Advocate for the trial and implementation of innovative public transport options that take advantage of emerging transport technology.
<b>Healthy Communities</b>	SUPPORTING INFRASTRUCTURE	2	2.1	Develop a stormwater management plan for Bulls to guide future investment to increase stormwater resilience.
			2.2	Work alongside Horizons Regional Council to investigate options for increasing resilience for the town from flooding from the Tūtaenui Stream and Rangitikei River.
			2.3	Implement stormwater resilience projects identified in the stormwater management plan for Bulls.
			2.4	Implement the Marton – Bulls Wastewater Centralisation project.
			2.5	Undertake upgrades to the Bulls Water Supply as required to cater for growth.
<b>Healthy Communities</b>	CONNECTION WITH OPEN SPACE	3	3.1	Development of Nature Networks: <ul style="list-style-type: none"> <li>• Rangitikei River / Bulls Domain loop</li> <li>• Bulls – Scott’s Ferry</li> <li>• Tūtaenui Stream</li> <li>• Rangitikei River Project – continued development of the recreation area alongside the Rangitikei River near the Bulls Bridge.</li> </ul>
			3.2	Work alongside the community on the Bulls Domain upgrade project.
<b>Healthy Communities</b> <b>Connected Communities</b> <b>Unique Communities</b>	HOUSING GROWTH	4	4.1	Undertake a District Plan Change for urban growth that: <ul style="list-style-type: none"> <li>• Rezones residential and lifestyle growth areas.</li> <li>• Implements structure plans for future growth areas and undeveloped residential areas.</li> <li>• Enables medium density development that meets high quality urban design criteria.</li> <li>• Reviews provisions to ensure they support aspirations associated with developing well-functioning communities and a diverse range of housing.</li> <li>• Investigates flood risk for the existing rural lifestyle zone to determine whether it should be de-zoned.</li> </ul>
			4.2	Work collaboratively with local developers to encourage a variety of housing types.
			4.3	Develop a prospectus that sets out the housing development opportunities in Bulls.

The actions identified in the Action Plan are not guaranteed to be developed. Council will consider which actions are developed through long term planning processes and collaboration with implementation partners.

Quick win <1 year | Short term 1 - 5 years | Medium term 6 - 10 years | Long term 10+

Timeframe	Council's role(s)	Project Partners and Key Stakeholders
 Medium Term	Advocate Partner	Community Waka Kotahi
 Long Term	Service Provider Partner	Community Waka Kotahi Mana whenua Bulls and District Community Development Trust Regional Council
 Long Term	Advocate	
 Short Term	Service Provider	Community Mana whenua Regional Council
 Long Term	Partner	
 Long Term	Services provider	
 Short Term	Service Provider	
 Short Term	Service Provider	
 Long Term	Service Provider Partner	Community Bulls and District Community Development Trust Regional Council
 Long Term	Service Provider Partner	Mana Whenua Bulls Domain Upgrade Group Bulls and District Community Development Trust Community Sports groups
 Short Term	Strategy / Regulation	Community Mana whenua Landowners Waka Kotahi Regional Council
 Ongoing	Service Provider	Landowners Community
 Quick Win	Service Provider	
















## Action Plan

Rangitīkei Priority Area	Key Themes	Project	
<b>Thriving Communities</b> <b>Connected Communities</b> <b>Healthy Communities</b> <b>Unique Communities</b>	TRAVELLER DESTINATION AND VIBRANT TOWN CENTRE	<b>5</b>	<b>5.1</b> Enhance the entrance to Bulls to increase amenity and the sense of arrival at a destination, encouraging travellers to stop.
			<b>5.2</b> Identify and leverage from the distinct precincts in the Bulls town centre - retail/health, hospitality, community.
			<b>5.3</b> Implement streetscape improvements to increase vibrancy, improve the pedestrian experience and provide linger opportunities (shelter, seating, photo opportunities, outdoor dining).
			<b>5.4</b> Encourage the co-location of similar businesses to the different precincts.
			<b>5.5</b> Improve pedestrian connections / wayfinding between each of the precincts to encourage visitors to walk around the town. Invest in signage that encourages travellers to stop.
			<b>5.6</b> Celebrate Te Matapihi as the heart of the town centre. Encourage the use of the venue (indoor/outdoor) for local events.
			<b>5.7</b> Investigate the implementation of incentives and/ or support for building owners to strengthen or redevelop earthquake-prone buildings - particularly for the retail precinct.
			<b>5.8</b> Position the information centre to feature local and regional attractions.
			<b>5.9</b> Invest in and maintain infrastructure that supports travellers (seating, toilets, interregional bus stop, charging stations, convenient parking).
			<b>5.10</b> Develop a Parking Management Strategy to future-proof the Bulls Town Centre's parking availability.
			<b>5.11</b> Develop a business case for visitor accommodation needs in Bulls.
<b>Thriving Communities</b>	BUSINESS GROWTH	<b>6</b>	<b>6.1</b> Develop a prospectus to promote Bulls as a desirable location for logistics / food processing.
			<b>6.2</b> Monitor demand for industrial land to accommodate growth.

The actions identified in the Action Plan are not guaranteed to be developed. Council will consider which actions are developed through long term planning processes and collaboration with implementation partners.

Quick win <1 year | Short term 1 - 5 years | Medium term 6 - 10 years | Long term 10+

Timeframe	Council's role(s)	Project Partners and Key Stakeholders
 Short Term	Partner	Community Mana whenua Waka Kotahi Bulls and District Community Development Trust
 Short Term	Strategy / Regulation	Community Mana whenua Waka Kotahi Business owners Bulls and District Community Development Trust
 Medium Term	Partner	
 Short Term	Facilitation / Information	
 Short Term	Partner	
 Short Term	Service Provider	
 Short Term	Funder	
 Short Term	Service Provider	
 Ongoing	Service Provider	Community Business owners Bulls and District Community Development Trust
 Medium Term	Strategy / Regulation	
 Short term	Service Provider	Business community
 Medium Term	Facilitation / Information	Business community
 Ongoing	Strategy / Regulation	