



# SH25 Coromandel Speed Review

Consultation summary report

28 October 2025

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# Executive summary

In August 2025, NZ Transport Agency Waka Kotahi (NZTA) consulted with communities on proposed new speed limits on State Highway 25 as part of a regional consultation process for several state highways in Waikato. As well as locations on the Coromandel Peninsula (SH25), also included were Waihī and Karangahake (State Highway 2), variable speed limits outside 2 marae on State Highway 27 and State Highway 29 and an Intersection Speed Zone (ISZ) near Hamilton Airport (SH21/Raynes Road). The proposals to set lower speed limits that were requested by the community under the Land Transport: Setting of Speed Limits Rule 2024 (the Rule).

On SH25 we reviewed 4 sections:

1. SH25 Kūaotunu (western approach) from near Hilldale Crescent past the boat ramp to near Kingfisher Way.
2. SH25 Kūaotunu (eastern approach) from near Kūaotunu Village turnoff (Blackjack Road) to near Waitaia/Cemetery Road.
3. SH25 Wharekaho (southern approach) from near Harbour Lights Terrace to near Leah Road, Wharekaho.
4. SH25 Thames to Tararu from north of Burke Street, Thames to north of Ash Street, Tararu.

We consulted for 6 weeks, between Friday 22 August and Friday 3 October 2025, and 593 individuals and organisations made submissions on the proposed changes:

- For SH25 Kūaotunu (western approach), we received 387 submissions with 71% of submitters seeing benefits in the proposal to reduce the speed limit. Key stakeholders and the public felt a lower speed limit would be safer for pedestrians and cyclists using the road, particularly as there are no footpaths and the road is narrow. Concerns were also raised about the popular boat ramp on the road section and overflow cars/boat trailers parking on the sides of the narrow road, making it harder and less safe for all road users to get around.
- For SH25 Kūaotunu (eastern approach) we received 359 submissions, with 69% of submitters seeing benefits in the proposal to reduce the speed limit. People mentioned the number of pedestrians and cyclists using the road, a lower speed limit being more appropriate given the residential in nature of the area and ongoing growth, and the number of driveways and intersections off this road section increasing road safety risks.
- For SH25 Wharekaho (southern approach) we received 193 submissions, with 63% seeing benefits in the proposal to reduce the speed limit. Many people mentioned it would be safer for pedestrians using the road as there are no footpaths. There are also children using the school bus and residents coming in and out of driveways. Some mentioned this section of road is windy and has a one lane bridge.
- For SH25 Thames to Tararu we received 269 submissions, with 58% of submitters seeing benefits in reducing the speed limit. People noted the many busy accesses on this road section, including the dairy/bait shop and Goldmine Experience, residential driveways and reserve at Kuranui Bay.

All the feedback received was reviewed alongside a range of technical and safety assessments, and economic impacts, to help inform the final speed limit recommendation submitted to the Director of Land Transport for approval.

Pending notification of approval from the Director of Land Transport, we'll inform the community and stakeholders of the speed review outcome (whether or not the proposed speed limit changes are approved and will be implemented), publish details on our website, and implement any new speed limits.

## Other feedback

We also received feedback from a people with suggestions for increases or decreases of the speed limits in the Coromandel area.

- Some people wanted to see the speed on SH25A between Kōpū and Hikuai increase to 100km/h. There will be no change to the speed limit here, nor will it be included in any future review. Under the 2024 Speed Rule, the route is categorised as windy and hilly and not appropriate for a higher speed, so the 80km/h limit will remain. Prior to the speed being reduced from 100km/h, SH25A sat within the top one percent of the most dangerous state highways in New Zealand. This meant it had the highest number of deaths and serious injuries per kilometre of road.
- Some people suggested all of SH25 currently 100km/h should be lowered to 80km/h or various parts of SH25 should also be reviewed to lower speeds. Any proposed speed limit changes need to be aligned with the current Setting of Speed Limits Rule 2024 and can only be progressed once funding is available to plan, consult and set a changed speed limit. Funding is limited in the 2024-27 National Land Transport Programme. Any community requests to review speed limits on state highways will be added to our register for future consideration. You can lodge any requests for speed reviews [on our website](#). The requests for the speed reviews requested via this consultation have been passed on to the appropriate people.

## Context/background

NZTA received strong feedback from various communities that these sections of state highway would benefit from operating at a lower speed limit.

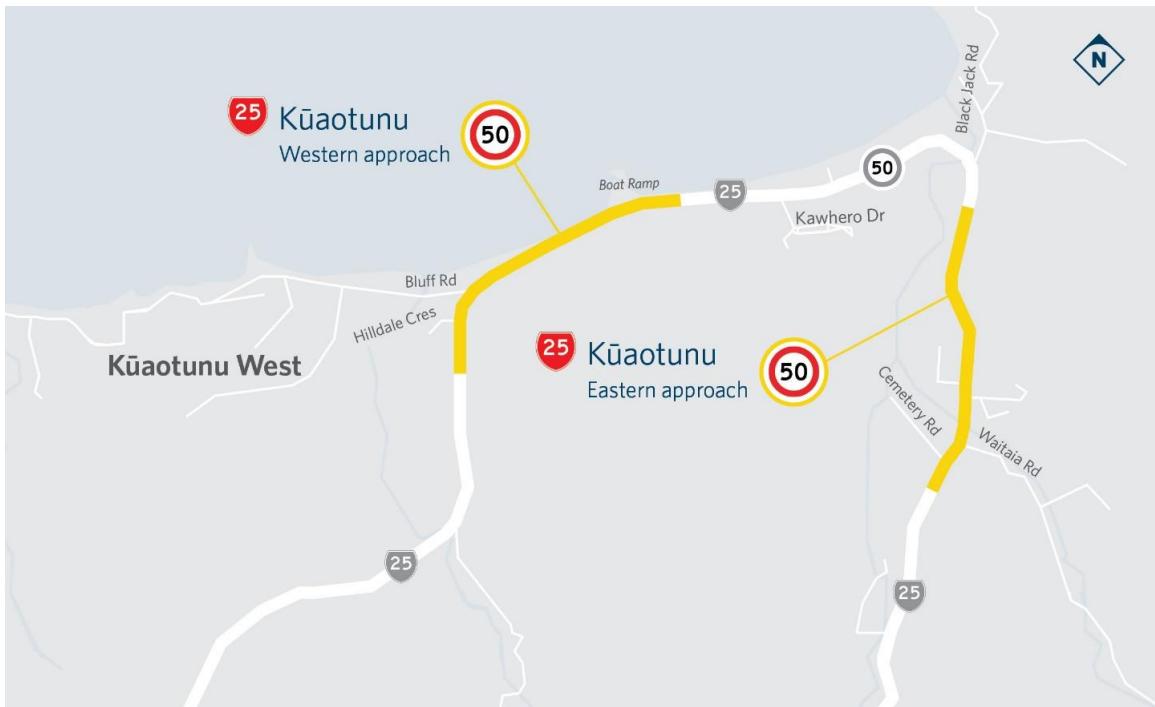
Changing speed limits is a legal process. The Rule allows NZTA to set speed limits for roads under its control where there is alignment with the intent and requirements of the Rule and there is strong community support and funding is available.

The SH25 speed limits included in this review were:

### SH25 – 2 reviews at Kūaotunu (western and eastern approach)

There are many people who use the state highway in Kūaotunu as pedestrians and cyclists, including residents from the nearby Matarangi settlement. Children walk along the state highway to the school bus stop. Summer brings a large increase in visitors.

Surveys conducted by the Kūaotunu Residents and Ratepayers Association in 2021, 2023, and 2025 showed strong support for lowering the speed limit. In 2025, 98% of the 356 unique responses were in favour of a permanent reduction.



## SH25 Wharekaho (southern approach)

The local community have told us they would prefer the speed limit on this stretch to be consistent with other speed limits at each end (Wharekaho and Whitianga). There is a significant bend with a sharp drop down a hillside and a one-lane bridge on this section. School buses regularly stop to pick up and let down school children in the area and the marae entrance can be a busy accessway at times. There has been and will continue to be significant development, especially in the Discovery Drive area.



## SH25 Thames to Tararu

There are many accesses and activities based along SH25, also known as Pacific Coast Highway. These include a Hato Hone St John's base, the Kuranui Bay Reserve, the Tararu Store & Bait Station, the Thames Old North School which is used as an art gallery and for various community events at all times of the day and evening, the Coastal Motor Lodge, the Thames Sailing Club and many residences. The road is narrow, making it hazardous for pedestrians and cyclists.



## Consultation

The purpose of consultation was to inform local road users including freight, community members, council partners, stakeholders and iwi, hapū and marae of the proposed speed limit changes on sections of SH25 and to provide people with an opportunity to give feedback on the proposals.

## Partner and key stakeholder engagement

We contacted a range of partners and key stakeholders to inform them of the speed review consultation happening in the Waikato region, and provide the link to the online consultation survey:

- Council partners – communication with councils in all areas where the speed reviews were being undertaken (included Thames Coromandel, Matamata Piako, Hamilton City, Waipā and Hauraki Councils).
- Emergency Service partners
- Emails to NZ Police, Fire and Emergency NZ, Hone Hato St John
- Presentations and information to Waikato Regional Transport Committee
- Māori partners
- Emails, visits and phone calls to local marae and organisations focusing on those in close proximity to the locations of the proposed speed limit changes
- Other stakeholders; emails to other advocacy/interest groups engaged with recently

## Public engagement activities

Methods to inform the public about the consultation included:

- flyers in local libraries, Council offices and distributed in various communities
- information provided for use in Council and community communication channels
- mailbox drop in the area of Raynes Road/SH21
- printed consultation forms supplied to some marae, Councils and communities on SH25
- print advertising in Coromandel Informer
- radio advertising on Coromandel FM
- digital advertising targeting locations of speed reviews
- media release issued and picked up by mainstream media
- social media posts on NZTA Facebook pages (including one reminder post just prior to consultation closing)
- multiple emails to submitter and subscriber databases
- inclusion in other NZTA e-newsletters including multiple articles in Coromandel Peninsula e-newsletter (3,000+ subscribers)

## Consultation questions

For each location submitters were asked whether they identified as one of the target user groups (listed in section 3.8(3)(c) of the Rule), or they could select 'other' and free-write to explain.

Submitters were then asked to indicate what they thought of the proposed speed limit change by ticking one of the following 3 statements:

- I can see benefits in the proposal
- I have concerns about the proposal
- Other

For each statement, submitters were asked a further question to explain what positive and/or negative impacts (if any) they thought the proposed speed limit would have on their community. To simplify this explanation submitters could use a list of check boxes with frequently-used feedback themes (identified from other previous, similar consultations) or write a 'free text' answer instead in an open text box. Appendix 1 provides more details on the consultation questions.

## What we heard

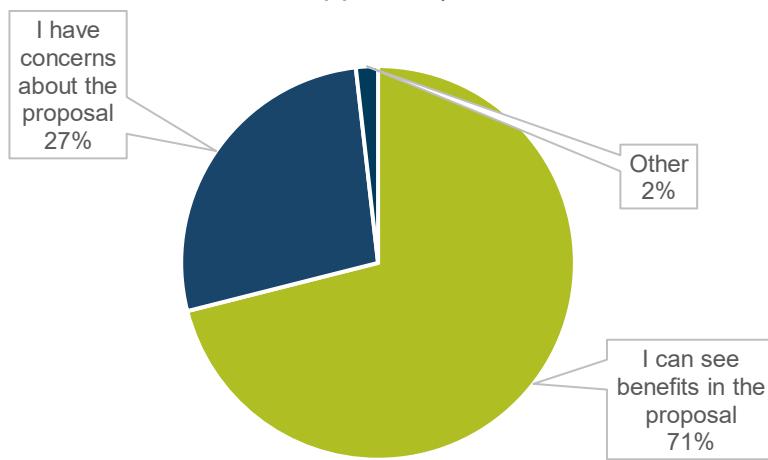
### SH25 Kūaotunu (western approach)

#### Sentiment

We received 387 submissions including one from an iwi organisation and 8 from key stakeholder organisations.

- 275 (71%) submitters felt the proposal had positive benefits
- 105 (27%) submitters had concerns with the proposal
- 7 (2%) submitters had other feedback, including requesting other road sections be considered for speed reviews, or suggesting a footpath should be added to the road section.

## Overall sentiment: SH25 Kūaotunu (western approach)

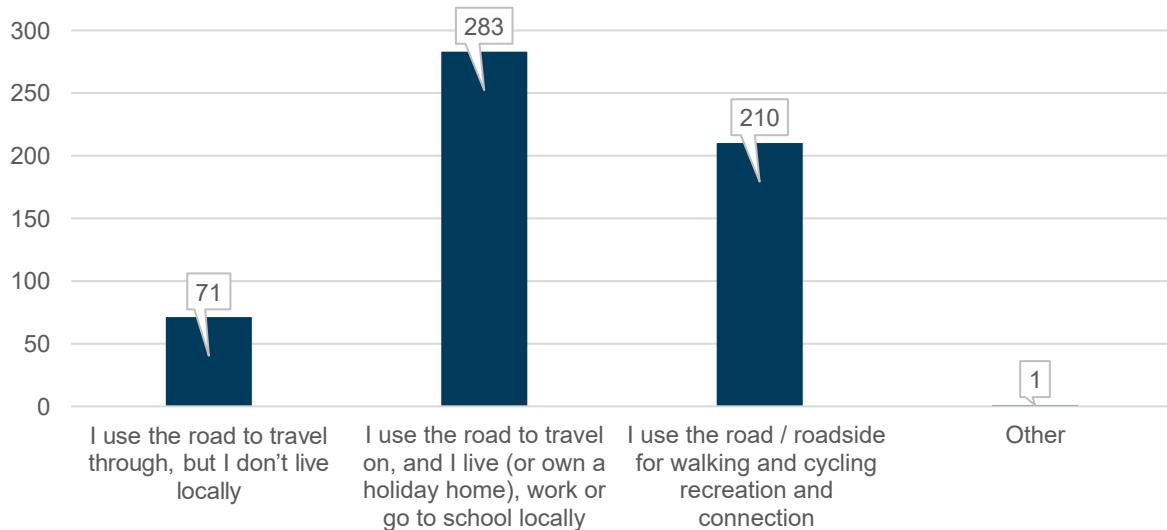


*Base – All submissions for SH25 Kūaotunu (western approach) section (387)*

### Interest in the road section

Most submitters (283, 73%) live (or own a holiday home), work or go to school locally. 72 submitters (19%) use the road to travel through, but don't live locally. Over half (210, 54%) told us they use the roadside for walking, cycling, recreation and connection between parts of the community.

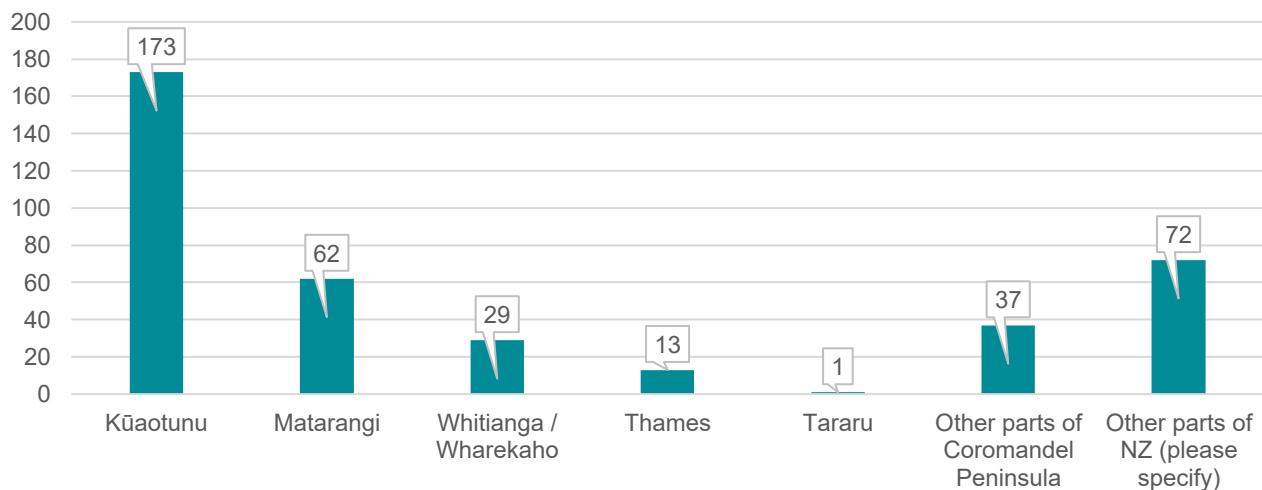
### Interest in SH25 Kūaotunu (western approach)



*Base – Interest in the road section, 373 people responded to this question.*

45% of submitters (173) live in Kūaotunu and 16% (62) live in Matarangi. 20% live in other parts of Coromandel Peninsula (including Whitianga/Wharekaho, Thames and Tararu) and 19% (72) live in other parts of New Zealand.

## Where people live



Base - Areas where submitters live, 387 people (All submitters) responded to this question.

Other submitters included resident associations (4 submitters), transport user associations (3), Fire and Emergency NZ (1), district council, local mayor, community boards and regional transport committee (4) and marae (1).

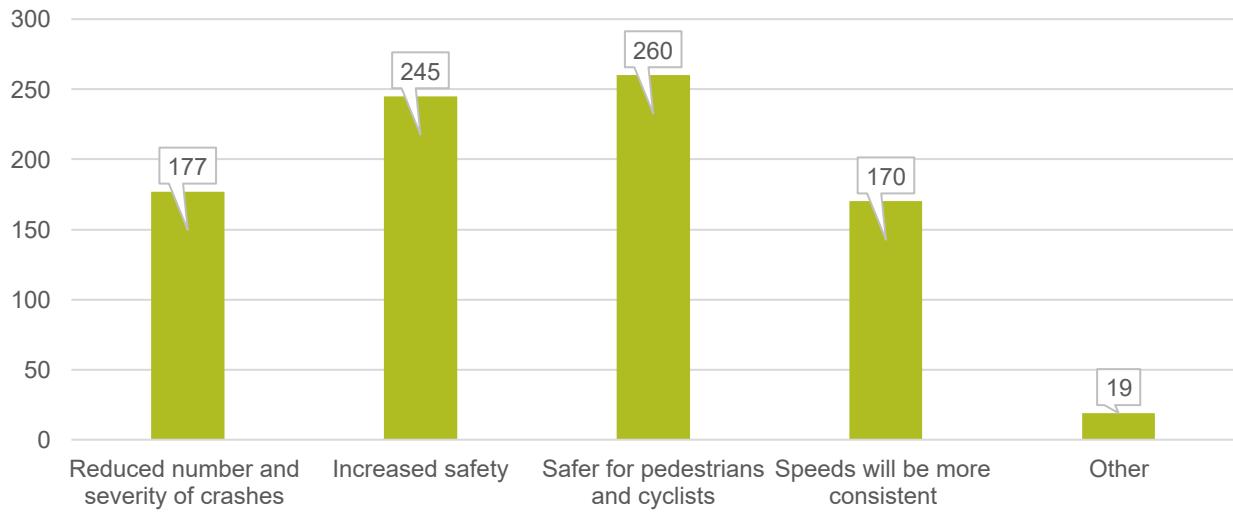
Only 2 submitters did not use or live near the road.

## Feedback themes

Most submitters, 71%, (275) felt reducing the speed limit would have positive benefits.

The positive benefits submitters thought the proposed lower speed limit would have on the community are shown in the chart below.

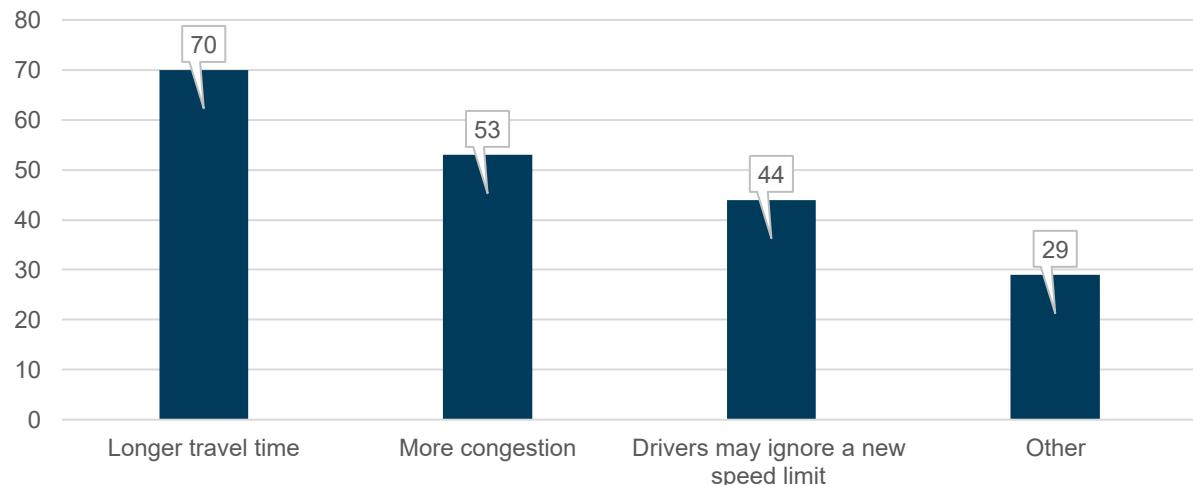
## I can see benefits of reducing the speed limit



Base – Benefits selected by submitters, 275 people responded to this question.

Approximately a quarter of submitters, 27%, (105) have concerns with the proposal. The concerns submitters thought the proposed lower speed limit would have on the community are shown in the chart below:

## I have concerns about reducing the speed limit



Base – Concerns selected by submitters, 105 people responded to this question.

### People also shared other feedback and insights:

Other insights from feedback	Example quote	NZTA response
A lower speed limit will help keep pedestrians and cyclists safer in an area where there is no footpath. Some submitters recommended building a footpath / cycle path in this road section.	<i>"There is no pedestrian walkway for significant sections of both these stretches of road and so pedestrians, cyclists and children are all much more exposed to danger when traffic is travelling at 70 kph."</i>	While more paths and crossings would help, funding for walking or cycling upgrades is limited the 2024-27 National Land Transport Programme (NLTP) period. We'll consider this request as part of network planning, including safety, maintenance and capital works programming. Note that it will need to reach the threshold in our safety priorities to attract funding. Government policy prioritises value-for-money safety improvements at the highest-risk locations.
A lower speed limit will make it safer to get in and out of the boat ramp and when overflow cars and boats park on the side of the already narrow road.	<i>"Traffic coming and going into the boat ramp area is considerable and currently that exits into a 70 km speed limit which makes it even more dangerous."</i>	We agree.
The road is narrow and windy, with limited visibility and blind corners in places.	<i>"I think it is sensible that the speed is at 50km from entering Kūaotunu. No need to hurry through a road that winds with limited visibility."</i>	Thank you for your feedback.
The speed limit in the area needs to be enforced. Placing a speed camera in this road section would assist with this.	<i>"Installation of speed cameras would be highly beneficial in assisting with speed limits being enforced and safety improved."</i>	We will pass this on to the Safety Camera team. Further information on how we chose new safety camera locations can be found here: <a href="https://www.nzta.govt.nz/safety/driving-safely/safety-cameras/about-safety-">https://www.nzta.govt.nz/safety/driving-safely/safety-cameras/about-safety-</a>

Other insights from feedback	Example quote	NZTA response
		<a href="#"><u>cameras/how-we-choose-new-safety-camera-locations</u></a>
The current speed limit of 70km/h is appropriate and should be retained because there are limited hazards and drivers adjust their speed to the conditions.	<i>"I consistently run these sections safely at the current speed limit and have found no safety concerns that would warrant a reduction."</i>	The lower speed limit will provide more time for people to judge distances and to see and register that other people (including pedestrians and cyclists) are using the road. This will be much safer for everyone, including residents entering/exiting their driveways

### Key stakeholder and partner submissions

Below is a snapshot of feedback received across the Kūaotunu (western approach) section from partners, stakeholder organisations.

Organisation	Feedback summary
<b>Mercury Bay Community Board</b>	<p>The Mercury Bay Community Board support reduced speed limits at SH25 Kūaotunu (western approach) from near Hilldale Crescent past the boat ramp to near Kingfisher Way.</p> <p>The board have regularly heard from the Kūaotunu and wider community who use this section of State Highway, that speed limits need to be lowered to improve safety for all users. They noted concerns for pedestrians walking in this area, due to higher speeds and lack of footpaths. There is an additional concern around the boat ramp access area, particularly in the peak season when due to limited parking options, vehicles and trailers are parked along each side of the state highway</p>
<b>Thames Community Board</b>	<p>The Thames Community Board support the proposal to reduce the speed limit noting the community has been calling for a speed reduction for some time, and the benefits include all of those outlined in the consultation.</p> <p>In recent years there has been substantial development in the western area of Kūaotunu, with the potential for further growth in future. Reducing the speed limit to 50km/h will help to future-proof this community and keep both residents and visitors safe. It also feels appropriate when driving through the area — the proposed 50km/h limit aligns naturally with the geography and character of this part of the Coromandel.</p>
<b>Thames-Coromandel District Council</b>	<p>The Thames-Coromandel District Council support the proposal to reduce the speed limit.</p> <p>These changes, particularly the western approach past the boat ramp, are essential for safety reasons. In the busy summer period the carpark is full, and cars with boats and trailers are parked on the</p>

road. The verges are narrow and steep in places. Traffic passing through at 70km/h presents a danger to pedestrians.

#### **Waikato Regional Transport Committee**

The Waikato Regional Transport Committee support the proposal to reduce speed limits in this location, with an estimated up to 43% reduction in total crashes.

#### **Fire and Emergency NZ (Kūaotunu)**

Fire and Emergency NZ Kūaotunu support the proposal to reduce the speed limit noting measures to reduce driver speed can only help to prevent accidents along this strip of road. As the state highway runs through a residential area, there are many driveways and intersections along with regular pedestrian activity on this section - in many cases where there are no footpaths.

#### **AA Waikato**

AA Waikato District Council support the proposal to reduce the speed limit in this road section.

#### **AA Bay of Plenty**

AA Bay of Plenty District Council support the proposal to reduce the speed limit in this road section noting these adjustments are appropriate and consistent with current safety and traffic considerations.

#### **Ia Ara Transporting New Zealand**

Ia Ara Transporting New Zealand recommend that NZTA reconsider whether this proposed speed reduction in this road is justified, given that the proposed speed limit reduction from 70km/h to 50km/h is estimated to produce no reduction in injury crashes. There has only been one (non-injury) crash in the past 5 years, and the mean operating speed of 67km/h aligns with the current posted speed limit so it is difficult to see what problem this proposal will solve.

#### **Ngāti Hei**

Ngāti Hei strongly supports the lowering of speed limits along SH25, particularly the Kūaotunu area which is within their rohe and are well-travelled by their whānau, tamariki and mokopuna.

These routes form key connections between communities, kura and marae and are regularly used by school buses and local traffic. The combination of narrow coastal roads, limited visibility and increasing visitor volumes creates ongoing safety concerns, especially for children waiting at bus stops, cyclists and pedestrians.

The proposed reduction to 50km/h through these areas is therefore fully supported by Ngāti Hei, as it will significantly reduce risks and enhance safety for our people and all road users.

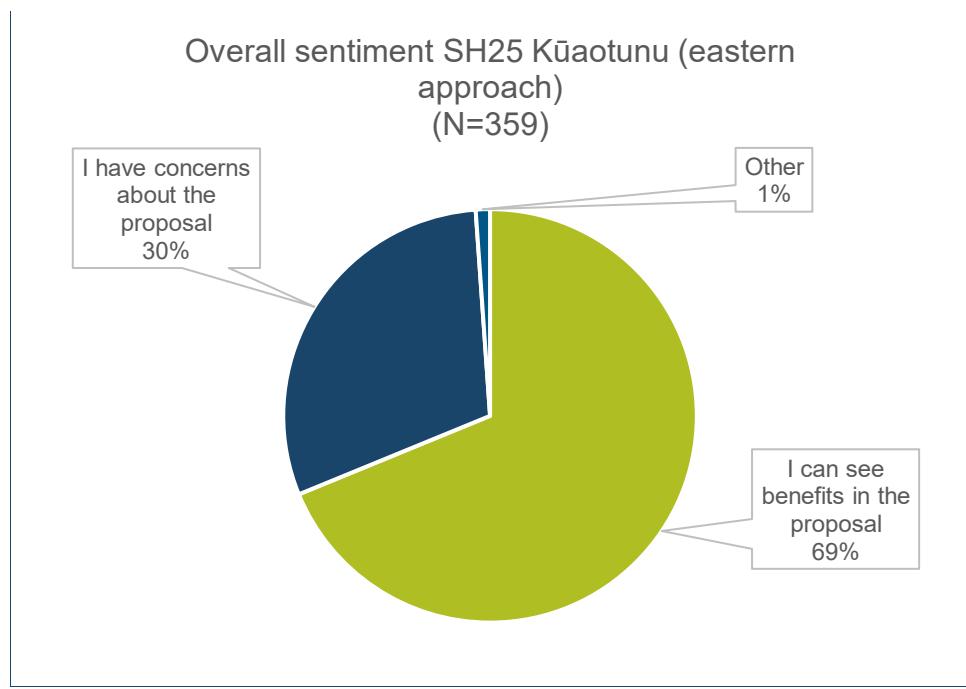
## **SH25 Kūaotunu (eastern approach)**

### **Sentiment**

We received 359 submissions, one from an iwi organisation and eight from key stakeholder organisations.

- 247 (69%) submitters felt the proposal had positive benefits

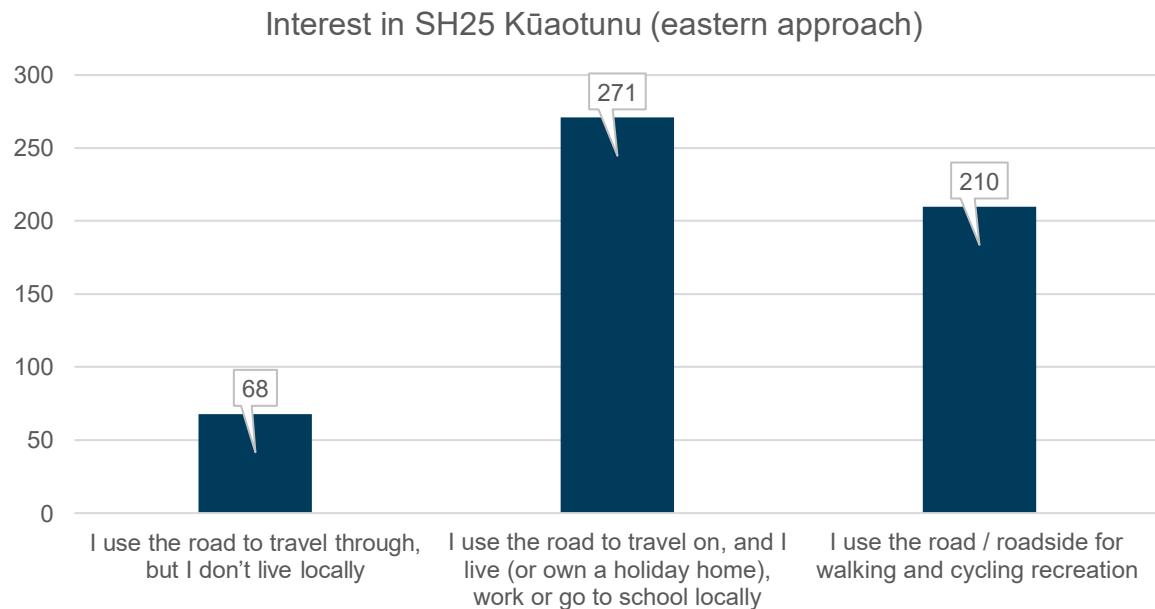
- 108 (30%) submitters had concerns with the proposal
- 4 (1%) submitters had other feedback, including requesting other road sections be considered for speed reviews, and suggesting a footpath and/or cycle path should be added to the road section.



*Base – All submissions for SH25 Kūaotunu (eastern approach) section (359)*

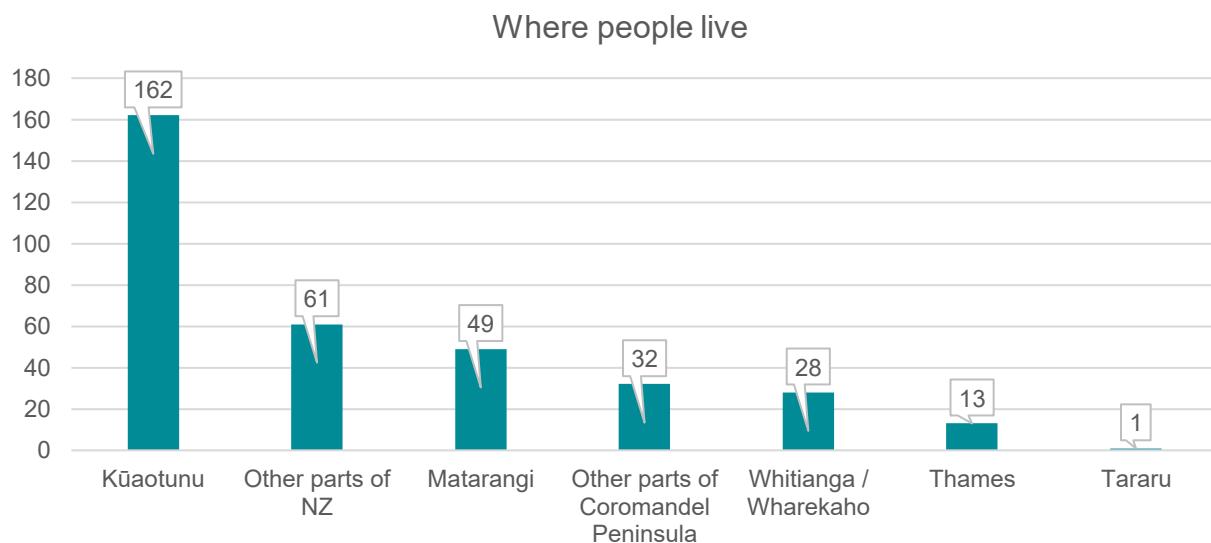
#### **Interest in the road section**

Three quarters of submitters, 271 (75%) travel on the road and live, work or go to school locally. 68 (19%) use the road to travel through, but don't live locally. Over half, 210 (58%) use the roadside for walking, cycling, recreation and connection between parts of the community.



*Base – Interest in the road section, 346 people responded to this question.*

47% of submitters (162) live in Kūaotunu and 14% of submitters (49) live in Matarangi. 21% live in other parts of Coromandel Peninsula (including Whitianga/Wharekaho, Thames and Tararu) and 18% (61) live in other parts of New Zealand.



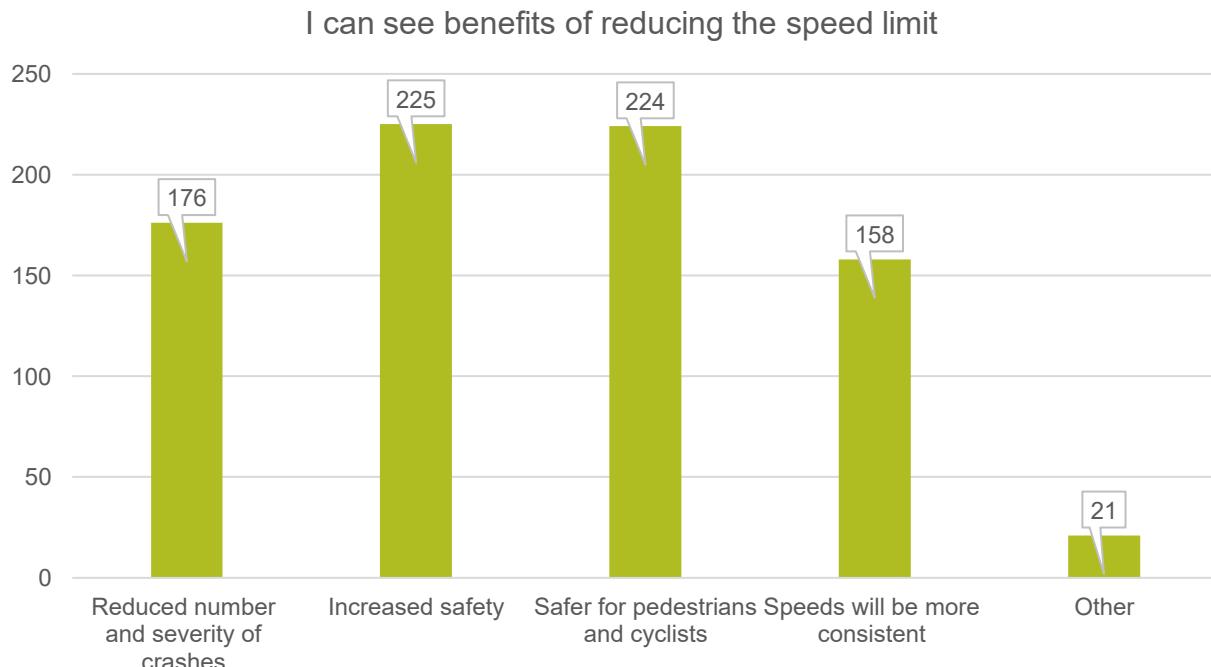
*Base – Where people live, 359 people responded to this question.*

Other submitters included resident associations (4 submitters), transport user associations (3), Fire and Emergency NZ (1), district council, local mayor, community boards and regional transport committee (4) and marae (1).

### Feedback themes

Over two thirds of submitters, 69%, (247) felt reducing the speed limit would have positive benefits.

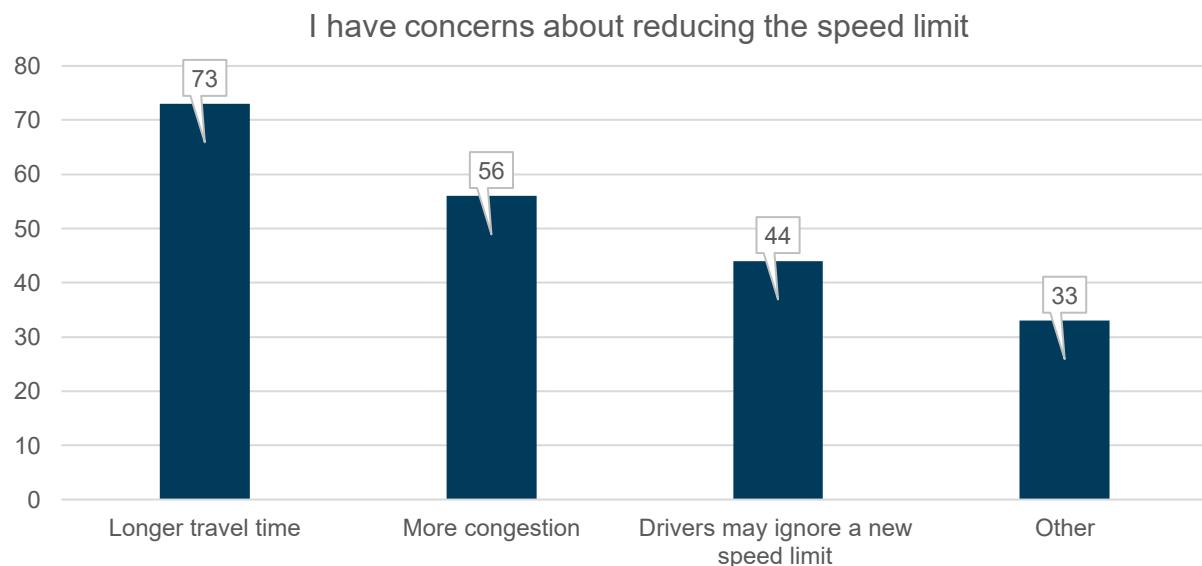
The positive benefits submitters thought the proposed lower speed limit would have on the community, are shown in the chart below:



*Base – Benefits selected by submitters, 247 people responded to this question.*

30% (108) submitters have concerns with the proposal.

The concerns submitters thought the proposed lower speed limit would have on the community, are shown in the chart below:



Base – Concerns selected by submitters, 108 people responded to this question.

#### People also shared other feedback and insights:

Other insights from feedback	Example quote	NZTA response
A lower speed limit will help keep pedestrians and cyclists safer in an area where there is no footpath. Some submitters also recommended and requested a footpath / cycle path be constructed on this road section.	<i>"This area is currently well used by cyclists and pedestrians and there is no footpath so they have to use the road or road shoulder. "</i>	While more paths and crossings would help, funding for walking or cycling upgrades is limited in the 2024-27 National Land Transport Programme (NLTP) period. We'll consider this request as part of network planning, including safety, maintenance and capital works programming. Note that it will need to reach the threshold in our safety priorities to attract funding. Government policy prioritises value-for-money safety improvements at the highest-risk locations. In the meantime, the lower speed limit will provide more time for people to judge distances and to see and register that other people (including pedestrians and cyclists) are using the road. This will be much safer for

Other insights from feedback	Example quote	NZTA response
		everyone, including residents entering/exiting their driveways.
This area is residential in nature and is growing. A lower speed limit will make it safer to get in and out of residential driveways and intersections including Black Jack Road.	<i>"This area includes the busy turnoff intersection into. &amp; out of Black Jack Rd, by reducing the speed limit this will give drivers more time to react to vehicles pulling out or turning off SH25."</i>	This was one of the reasons the speed review was undertaken.
The speed limit in the area needs to be enforced. Placing a speed camera in this road section would assist with this.	<i>"A speed camera in the Eastern approach would be help a great deal to reduce excessive speeding and constant dangerous overtaking."</i>	We will pass this on to the Safety Camera team. Further information on how we chose new safety camera locations can be found here: <a href="https://www.nzta.govt.nz/safety/driving-safely/safety-cameras/about-safety-cameras/how-we-choose-new-safety-camera-locations">https://www.nzta.govt.nz/safety/driving-safely/safety-cameras/about-safety-cameras/how-we-choose-new-safety-camera-locations</a>
The current speed limit of 70km/h is appropriate and should be retained because there are limited hazards.	<i>"I do not feel this part of the road needs to be reduced to 50 km as it is not particularly populated."</i>	The community has told us there are many cyclists and pedestrians using this state highway. A lower speed will provide more time to judge distances and to see and register that other people are using the road. This will be much safer for everyone.

### Partner and key stakeholder submissions

Below is a snapshot of feedback received across the Kūaotunu (eastern approach) section from key stakeholder organisations.

Organisation	Feedback summary
<b>Mercury Bay Community Board</b>	The Mercury Bay Community Board support reduced speed limits at SH25 Kūaotunu (eastern approach) from near Kūaotunu Village turnoff (Blackjack Road) to near Waitaia/Cemetery Road. The board have regularly heard from the Kūaotunu, and wider community who use this section of State Highway, that speed limits need to be lowered to improve safety for all users. They have specifically noted concerns for pedestrians walking in this area, due to higher speeds and lack of footpaths.
<b>Thames Community Board</b>	The Thames Community Board support the proposal to reduce the speed limit noting the community has been calling for a speed reduction for some time, and the benefits include all of those outlined in the consultation.

Organisation	Feedback summary
	Reducing the speed limit to 50km/h will help to future-proof this community and keep both residents and visitors safe. It also feels appropriate when driving through the area — the proposed 50km/h limit aligns naturally with the geography and character of this part of the Coromandel.
<b>Thames-Coromandel District Council</b>	The Thames-Coromandel District Council support the proposal to reduce the speed limit - these changes are essential for safety reasons. The lack of footpath in this area puts children and families at risk.
<b>Waikato Regional Transport Committee</b>	The Waikato Regional Transport Committee support the proposal to reduce speed limits in this location, with an accompanying estimated up to 43% reduction in total crashes.
<b>Fire and Emergency NZ (Kūaotunu)</b>	Fire and Emergency NZ Kūaotunu support the proposal to reduce the speed limit noting measures to reduce driver speed can only help to prevent accidents along this strip of road. As the state highway runs through a residential area, there are many driveways and intersections throughout this area, along with regular pedestrian activity - in many cases where there are no footpaths.
<b>AA Waikato</b>	AA Waikato District Council support the proposal to reduce the speed limit in this road section.
<b>AA Bay of Plenty</b>	AA Bay of Plenty District Council support the proposal to reduce the speed limit in this road section noting this adjustment is appropriate and consistent with current safety and traffic considerations.
<b>Ia Ara Transporting New Zealand</b>	Ia Ara Transporting New Zealand recommend that NZTA reconsider whether this proposed speed reduction in this road is justified, given that the proposed speed limit reduction from 70km/h to 50km/h is estimated to produce no reduction in injury crashes. There has only been one (non-injury) crash in the past 5 years, and the mean operating speed of 67km/h aligns with the current posted speed limit, so it is difficult to see what problem this proposal will solve.
<b>Ngāti Hei</b>	Ngāti Hei strongly supports the lowering of speed limits along SH25, particularly the Kūaotunu area which is within their rohe and are well-travelled by their whānau, tamariki and mokopuna.  These routes form key connections between communities, kura and marae and are regularly used by school buses and local traffic. The combination of narrow coastal roads, limited visibility and increasing visitor volumes creates ongoing safety concerns, especially for children waiting at bus stops, cyclists and pedestrians.

The proposed reduction to 50km/h through these areas is therefore fully supported by Ngāti Hei, as it will significantly reduce risks and enhance safety for our people and all road users.

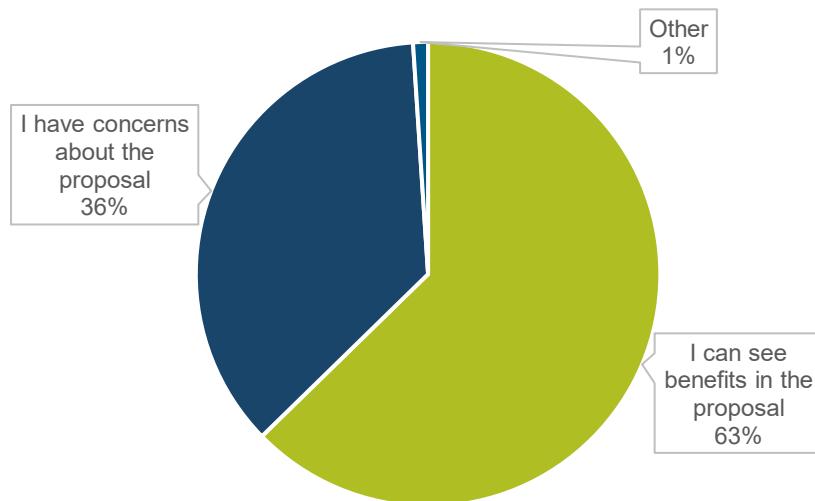
## SH25 Wharekaho (southern approach)

### Sentiment

We received 193 submissions in total, 1 from an iwi organisation and 7 from key stakeholder organisations

- 121 (63%) submitters felt the proposal had positive benefits
- 70 (36%) submitters had concerns with the proposal
- 2 (1%) submitters had other feedback, mentioning other areas outside of this road section.

Overall sentiment SH25 Wharekaho (southern approach)  
(N=193)

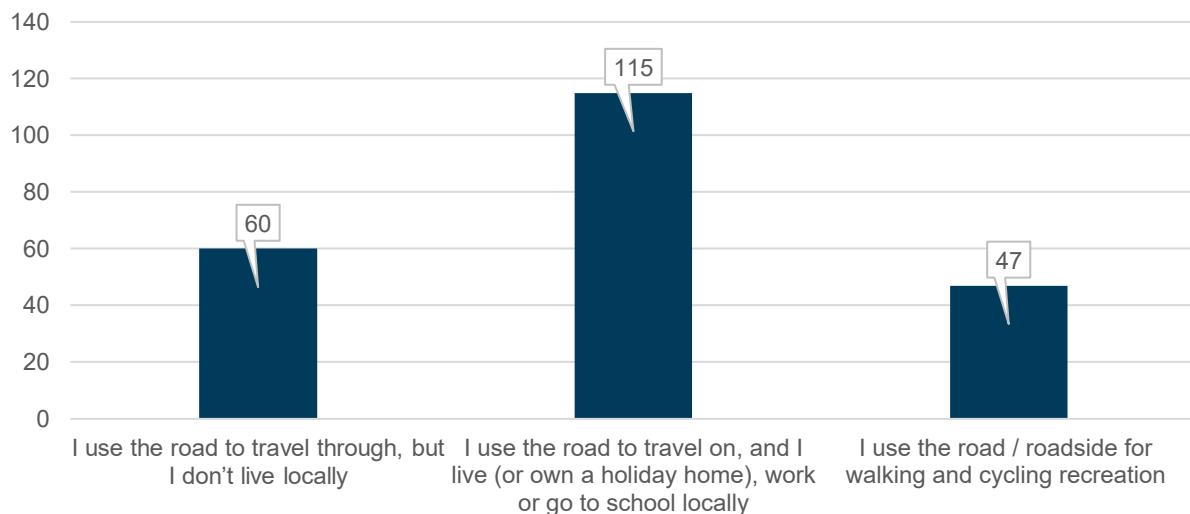


*Base – All submissions for the Wharekaho section (193)*

### Interest in the road

Many submitters, 115 (60%) travel on the road and live, work or go to school locally. 61 (32%) use the road to travel through, but don't live locally. 24% (47) use the roadside for walking, cycling, recreation and connection between parts of the community.

## Interest in SH25 Wharekaho (southern approach)

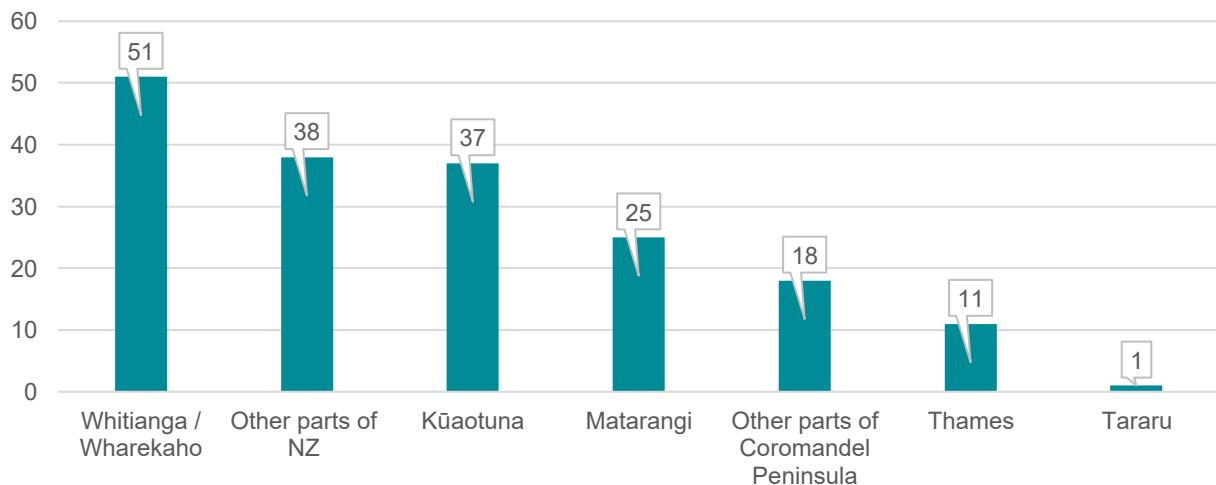


Base – Interest in the road section, 179 people responded to this question.

26% (51) live in Whitianga/Wharekaho, 22% of submitters (42) live in Kūaotunu, and 15% of submitters (28) live in Matarangi.

16% live in other parts of the Coromandel Peninsula (including Thames and Tararu). 21% of submitters (40) live in other parts of New Zealand.

## Where people live



Base – Where people live, 193 people responded to this question.

Other submitters included resident associations (2), transport user associations (3), district council, local mayor, community boards and regional transport committee (4) and marae (1).

## Feedback themes

63% of submitters (121) felt reducing the speed limit would have positive benefits.

The positive benefits submitters thought the proposed lower speed limit would have on the community are shown in the chart below:

### I can see benefits of reducing the speed limit

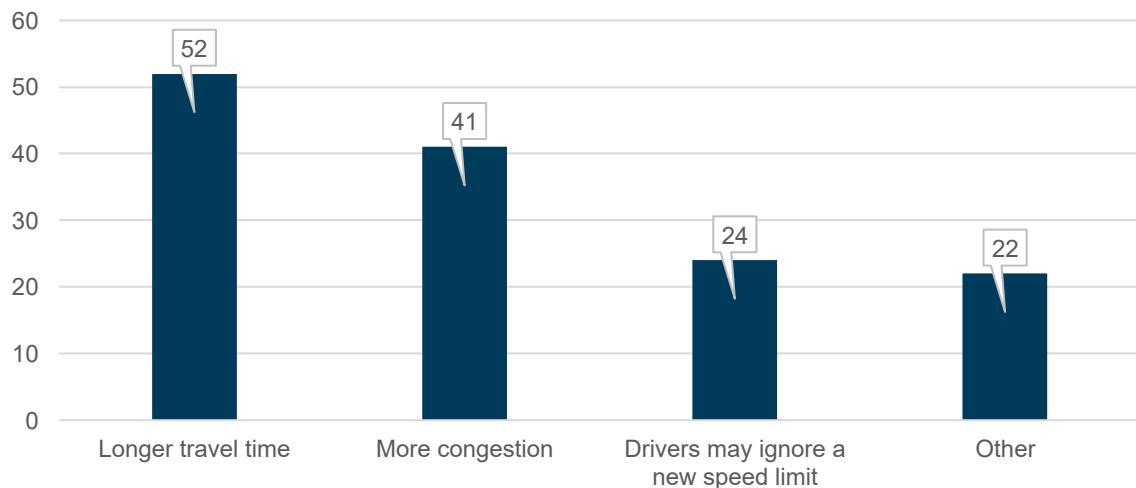


*Base – Benefits selected by submitters, 121 people responded to this question.*

70 (36%) submitters have concerns with the proposal.

The concerns submitters thought the proposed lower speed limit would have on the community are shown in the chart below:

### I have concerns about reducing the speed limit



*Base – Concerns selected by submitters, 70 people responded to this question.*

### People also shared other feedback and insights:

Other insights from feedback	Example quote	NZTA response
The road is on a hill, is narrow, windy with a one lane bridge and a tight corner.	<i>"It is impossible to drive this winding, downhill stretch of road safely at 80kph. A one way bridge on an awkward corner at the bottom of the hill adds to the danger."</i>	This was one of the reasons the speed review was undertaken.
A lower speed limit in this section will keep the speed consistent as this road links two 50km/h areas.	<i>"It links two 50km/h zones with a short 80km/h stretch with a tight corner and a one lane bridge. Should be 50km/h all the way"</i>	Having consistent speed limits makes it easier for drivers to comply.
A lower speed limit will help keep pedestrians (including children using the school bus) and cyclists safer in an area where there are limited footpaths. Some submitters also recommended building a footpath / cycle path in this road section.	<i>"School buses stop to pick up and let down children in this area and their safety from lower speeds is paramount. The general lack of footpaths in this area is an issue of safety for pedestrians so lowering the speed limit to 50 km/h can only improve pedestrian safety."</i>	While more paths and crossings would help, funding for walking or cycling upgrades is limited in the 2024-27 National Land Transport Programme (NLTP) period. We'll consider this request as part of network planning, including safety, maintenance and capital works programming. Note that it will need to reach the threshold in our safety priorities to attract funding. Government policy prioritises value-for-money safety improvements at the highest-risk locations. Reducing the speed is the best way of improving safety in the meantime.
It is increasingly residential, and a lower speed limit will make it safer to get in and out of Wharekaho subdivision and residential driveways.	<i>"The southern approach is heavily used by residents accessing homes, by visitors heading to the beach, and by drivers unfamiliar with the road. Lowering the speed limit will improve safety for pedestrians crossing to the beachfront and for vehicles entering and exiting driveways."</i>	Agree
The current speed of 70km/h is appropriate and should be retained as there are limited hazards.	<i>"The area does not need to be 50km/h. Only one road which does not have heavy volumes of traffic feeds into this section."</i>	The lower speed limit will provide more time for people to judge distances and to see and register that other people (including pedestrians and cyclists) are using the road. This will be much safer for everyone, including residents entering/exiting their driveways.

Below is a snapshot of feedback received across the SH25 Wharekaho (southern approach) section from partners and key stakeholder organisations.

Organisation	Feedback summary
<b>Mercury Bay Community Board</b>	<p>The Mercury Bay Community Board support reduced speed limits at SH25 Wharekaho (southern approach) from near Harbour Lights Terrace to near Leah Road, Wharekaho.</p> <p>The board have regularly heard from the Wharekaho, and wider community who use this section of state highway, that speed limits need to be lowered to improve safety for all users.</p> <p>They noted concerns for pedestrians walking in this area, due to higher speeds and lack of footpaths. In addition, the school bus stops on the highway in the Tohetea Stream area to pick-up and drop-off local school students, adding to safety concerns.</p>
<b>Thames Community Board</b>	<p>The Thames Community Board support the proposal to reduce the speed limit, noting Wharekaho has a unique mix of residential, visitor, and through-traffic needs.</p> <p>The southern approach is heavily used by residents accessing homes, by visitors heading to the beach, and by drivers unfamiliar with the road. The board mentions lowering the speed limit will improve safety for pedestrians crossing to the beachfront and for vehicles entering and exiting driveways. The proposed limit also better reflects the residential character of the area and the high level of community use.</p>
<b>Thames-Coromandel District Council</b>	<p>The Thames-Coromandel District Council support the proposal to reduce the speed limit. The current short stretch of 80km/h between two 50km/h sections, one ending in a one lane bridge outside the entrance to the Ngati Hei marae, creates confusion and potentially dangerous outcomes for motorists and pedestrian traffic.</p>
<b>Waikato Regional Transport Committee</b>	<p>The Waikato Regional Transport Committee support the proposal to reduce speed limits in this location, with an accompanying estimated up to 43% reduction in total crashes.</p>
<b>AA Waikato</b>	<p>AA Waikato District Council support this proposal as a logical safety measure in a built-up area. It will join two close 50km/h speed zones.</p>
<b>AA Bay of Plenty</b>	<p>AA Bay of Plenty District Council support the proposal to reduce the speed limit in this road section noting this adjustment is appropriate and consistent with current safety and traffic considerations.</p>
<b>Ia Ara Transporting New Zealand</b>	<p>Ia Ara Transporting New Zealand recommend that NZTA reconsider whether this proposed speed reduction in this road from 80km/h to 50km/h is sensible. The current mean operating speed of 57km/h suggests that drivers are already adapting their speed to the local conditions, but that a limit of 60km/h would be more appropriate without engineering treatments. Ia Ara suggest it would be useful to</p>

compare what reduction in injury crashes that a speed limit of 60km/h would deliver compared to 50km/h.

**Ngāti Hei**

Ngāti Hei strongly supports the lowering of speed limits along SH25, particularly the Wharekaho area which is within their rohe and are well-travelled by their whānau, tamariki and mokopuna.

These routes form key connections between communities, kura and marae and are regularly used by school buses and local traffic. The combination of narrow coastal roads, limited visibility and increasing visitor volumes creates ongoing safety concerns, especially for children waiting at bus stops, cyclists and pedestrians.

The proposed reduction to 50km/h through these areas is therefore fully supported by Ngāti Hei, as it will significantly reduce risks and enhance safety for our people and all road users.

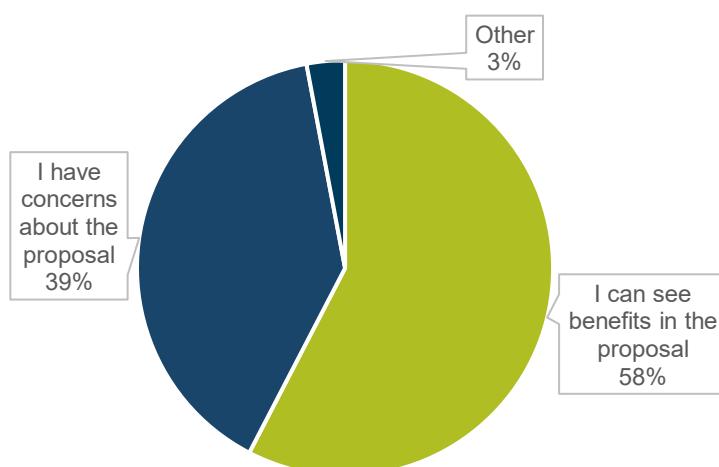
## SH25 Thames to Tararu

### Sentiment

We received 269 submissions in total, one from an iwi organisation and 7 from key stakeholder organisations

- 155 (58%) submitters felt the proposal had positive benefits
- 106 (39%) submitters had concerns with the proposal
- 8 (3%) submitters had other feedback – including suggesting the speed limit change to 60km/h rather than 50km/h and reducing the length of the proposed speed limit reduction.

Overall sentiment SH25 Thames to Tararu  
(N=269 )



*Base – All submissions for the Thames to Tararu section (269)*

## Interest in the road section

Many submitters, 166 (62%) travel on the road and live, work or go to school locally. 79 submitters (29%) use the road to travel through, but don't live locally. 24% (64) of submitters use the roadside for walking, cycling, recreation and connection between parts of the community.

Interest in SH25 Thames to Tararu

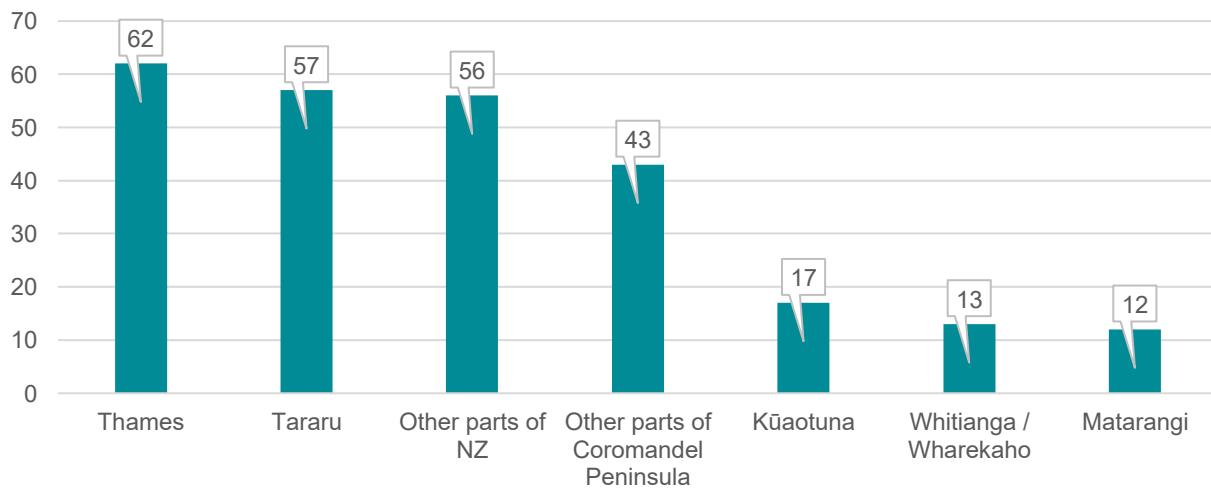


*Base – Interest in the road section, 255 people responded to this question.*

23% of submitters (62) live in Thames, and 21% of submitters (57) live in Tararu.

34% (92) live in other parts of the Coromandel Peninsula (including Kūaotunu, Whitianga / Wharekaho and Matarangi). 22% of submitters (58) live in other parts of New Zealand.

Where people live



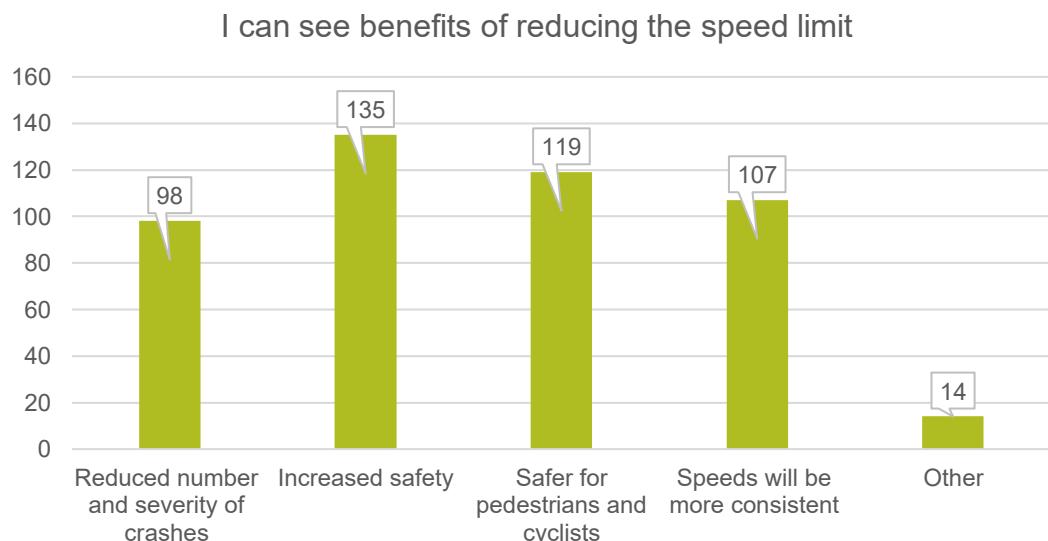
*Base – Where people live, 269 people responded to this question.*

Other submitters included transport user associations (3), district council, local mayor, community board and regional transport committee (4) and marae (1).

## Feedback themes

58% of submitters (155) felt reducing the speed limit would have positive benefits.

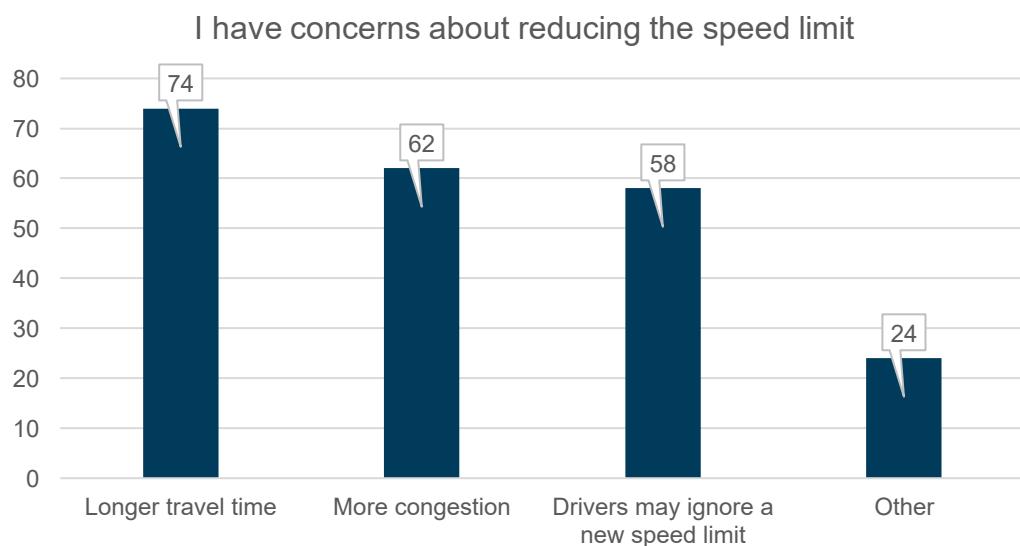
The positive benefits submitters thought the proposed lower speed limit would have on the community, are shown in the chart below:



*Base – Benefits selected by submitters 155 people responded to this question.*

39% of submitters (106) have concerns with the proposal.

The concerns submitters thought the proposed lower speed limit would have on the community are shown in the chart below:



*Base – Concerns selected by submitters, - 106 people responded to this question.*

**People also shared other feedback and insights:**

Other insights from feedback	Example quote	NZTA response
The road is narrow, windy with blind corners.	<i>“Driving at 100kph in this road is almost impossible at the best of times. It is very narrow, winding with few stretches safe for passing.”</i>	Agree.
A lower speed limit will help keep pedestrians and cyclists safer, when crossing the road to the reserve and dairy / bait shop.	<i>“Cyclists and walkers cross the road from Kuranui Reserve and to walk on the footpath. Cars appear very quickly from behind the corner. It is scary.”</i>	This was one of the reasons the speed review was undertaken.
A lower speed limit will make it safer to get in and out the reserve, tourist attractions and residential driveways.	<i>“This is a busy stretch of road with multiple residences located. There are also a number of exit/entry points on this stretch including a dairy/takeaway business and entrance to the popular Kuranui Bay Reserve car park area.”</i>	Agree.
Many drivers speed up on the way to Thames - the lower speed limit will increase adherence with the speed limit, and ensure consistency with the speed limits at each end of this road section.	<i>“I travel this section sometimes several times a day and 70km has given me concern as more people are traveling over that speed, overtaking, and tailgating. Cars are not slowing down when hitting the 50km section at Tararu.”</i>	Having more consistent speed limits will help drivers comply. A reduced speed limit will help reinforce safer driving behaviour, improve compliance, and align with the speed limits already in place at either end of the corridor - creating a more predictable and safer environment for all road users
The current speed limit of 70km/h is appropriate and should be retained as the road is safe and there are limited hazards.	<i>“The current speed limit 70kph works perfectly well - I have never seen an accident (or heard of one) on this stretch of road in the 4 years that I have lived here. The road is wide with open wide berms or pull off areas and the traffic flows freely.”</i>	This is contrary to the information we have received from many people and stakeholders in this area.

Below is a snapshot of feedback received across the Thames to Tararu section from partners and key stakeholder organisations.

Organisation	Feedback summary
<b>Mercury Bay Community Board</b>	The Mercury Bay Community Board supports the proposal to reduce the speed limit at SH25 Thames to Tararu from north of Burke Street, Thames to north of Ash Street Tararu.
<b>Thames-Coromandel District Council</b>	The District Council support the proposal to reduce the speed limit. The council noted the community have been very clear in their wishes to retain the 50km/h speed limit which was in place during the 12 months following the 2023 storm emergency period highlighting

Organisation	Feedback summary
	<p>reduced noise levels from heavy traffic, increased safety levels and fewer accidents or near misses.</p> <p>Volunteers who manage the Goldmine Experience have requested a reinstatement of the 50km/h limit as they have tourist coaches stopping, turning and unloading daily.</p> <p>The council's view is that a 70km/h limit, between two 50km/h sections, is also not safe.</p>
<b>Thames Community Board</b>	<p>The Thames Community Board support the proposal to reduce the speed limit.</p> <p>The board noted a previous independent review of this section recommended a reduction to 60km/h but that circumstances have changed significantly since then. The dairy is also now a bait shop, greatly increasing the number of utes towing large boat trailers stopping in this area. This creates additional safety concerns for families and children having to navigate around these vehicles while crossing the highway at a blind corner.</p> <p>The board noted the owners of the Dairy/Bait shop have regularly expressed their concerns, as have nearby accommodation providers, the Thames Art Gallery, St John Ambulance drivers further south and The Thames Goldmine Experience.</p> <p>In addition, at the very southern end of this section is the drop-off and pick-up point for the Te Puru school bus. A 50km/h limit would provide a safer environment for children and families at a location where vehicles are stopping, turning, and crossing the highway daily.</p> <p>These factors demonstrate the clear need for a further reduction in the speed limit to improve safety for all road users.</p>
<b>Waikato Regional Transport Committee</b>	<p>The Waikato Regional Transport Committee support the proposal to reduce speed limits in this location, with an accompanying estimated up to 43% reduction in total crashes.</p>
<b>AA Waikato</b>	<p>AA Waikato District Council support this proposal as a logical safety measure between the 2 urban areas.</p>
<b>AA Bay of Plenty</b>	<p>AA Bay of Plenty District Council support the proposal to reduce the speed limit in this road section noting this adjustment is appropriate and consistent with current safety and traffic considerations.</p>
<b>Ia Ara Transporting New Zealand</b>	<p>Ia Ara Transporting New Zealand recommend that NZTA reconsider whether this proposed speed SH25 Thames to Tararu is justified. The current mean operating speed of 59km/h is less than the current posted limit (70km/h), which shows that drivers are already adapting their speed to the local conditions. However, it is higher than the proposed reduction of 50km/h. There has only been one minor injury crash in the past 5 years (plus 3 non-injury), and this proposal is</p>

expected to reduce injury crashes by 26%, but it will add an estimated 51 hours in additional travel time per day to a substantial number of road users (10,420 vpd). Ia Ara suggest a posted limit of 60km/h would be more appropriate, in the absence of any engineering treatments.

**Ngāti Hei**

Ngāti Hei strongly supports the lowering of speed limits along SH25.

These routes form key connections between communities, kura and marae and are regularly used by school buses and local traffic. The combination of narrow coastal roads, limited visibility and increasing visitor volumes creates ongoing safety concerns, especially for children waiting at bus stops, cyclists and pedestrians.

The proposed reduction to 50km/h through these areas is therefore fully supported by Ngāti Hei, as it will significantly reduce risks and enhance safety for our people and all road users.

## How feedback was used

All submissions were reviewed by an independent analysis company and the detailed feedback categorised into themes. Submissions underwent a data cleaning process to check for the following:

- Duplicates in emails, with the understanding that some families use the same email address,
- This is why we also look at names and verbatim comments.
- Duplicates in IP addresses, with the understanding that some workplaces, public facilities etc may result in repeated IP addresses.
- AI or bot submissions, where repeated phrases or patterns are used.

A team of road safety engineers, maintenance and operations staff, members of the speed management team, and communication and engagement staff then convened to review and fully understand the themes alongside the results of technical, safety, cost benefit analysis and funding implications. The team also considered alignment to the Government Policy Statement on land transport 2024 and the government's overarching safety objectives.

The team's recommended outcome was then submitted to the Director of Land Transport for approval.

Feedback within the scope of the consultation that impacts on the work of our partners will be passed on and discussed with them. For example, feedback received on speed limit enforcement will be discussed directly with NZ Police and will help inform our approach going forward. Feedback that didn't directly sit within the scope of the consultation (e.g. feedback relating to safety cameras, or construction of footpaths) has also been captured and been passed on the appropriate team.

## Next steps

Pending notification of approval from the Director of Land Transport, we'll inform the community and stakeholders of the speed limit review outcome. This will include whether the proposed speed limit changes are approved and if they are, when they will be implemented). We will publish details on our

website and implement any new speed limits. We also use the feedback to understand what supporting information the community might need when we implement any approved changes.

The current speed limits remain in place until any needed signage changes have been made.

## Appendix 1 - Consultation survey questions

To help us identify if people matched the Rule's required targeted groups, respondents were first asked to identify if any of the following applied:

- I use the road to travel on, but I don't live locally
- I use the road to travel on, and I live (or own a holiday home), work or go to school locally
- I use the road / roadside for walking and cycling recreation and connection between parts of the community
- I'm authorised to represent an iwi, rūnanga, hapū, stakeholder organisation, council. Please specify your role and the name of your group/organisation
- Other

We also asked where they lived, providing these options:

- Kūaotunu
- Matarangi
- Opito/ Otama
- Whitianga / Wharekaho
- Thames
- Tararu
- Other parts of Coromandel Peninsula (with option for filling in their location)
- Other parts of NZ (with option for filling in their location)

For each proposed speed limit change, people were then asked what do you think about the proposed speed limit change.

They could then tick one of the following 4 statements and answer a further question explaining their reasons. To make it simple and easy for each respondent to explain their choice, a list of check boxes with frequently-used feedback themes (identified from other previous, similar consultations) was supplied, or people could write a 'free text' answer instead in an open text box:

The proposed speed limit will have positive impacts

- Reduced number and severity of crashes
- It will help with safety in the area
- Improved safety for pedestrians and cyclists
- Speed will be more consistent
- Other (please specify)

The proposed speed limit will have negative impacts

- Journey times will be longer
- There will be increased congestion
- Drivers may ignore speed limits
- Other (please specify)

Those submitting could then respond to the free-text question: "Do you have any other comments about the proposal to reduce speeds in this area?"