



Help shape Rototuna Town Centre Insights Report – November 2025



**Hamilton
City Council**
Te kaunihera o Kirikiriroa

Purpose of the consultation

Why we asked for feedback

- To help develop Rototuna Town Centre into a vibrant, connected hub that integrates transport, commercial, residential, and community spaces to meet the needs of Hamilton's growing northeast population and future growth.
- We heard from residents, visitors, workers, and businesses
- The feedback will help us:
 - o inform planning and design decisions
 - o prioritise community needs and preferences
 - o shape future development stages.

Types of feedback

There were two ways people could give feedback:

- Interactive Pinpoint Map
 - o 93 submissions
 - o Can pinpoint specific areas they want to give feedback on
 - o People could up-vote or down-vote comments.
- Survey Report
 - o 116 responses
 - o Captured overall priorities and opinions

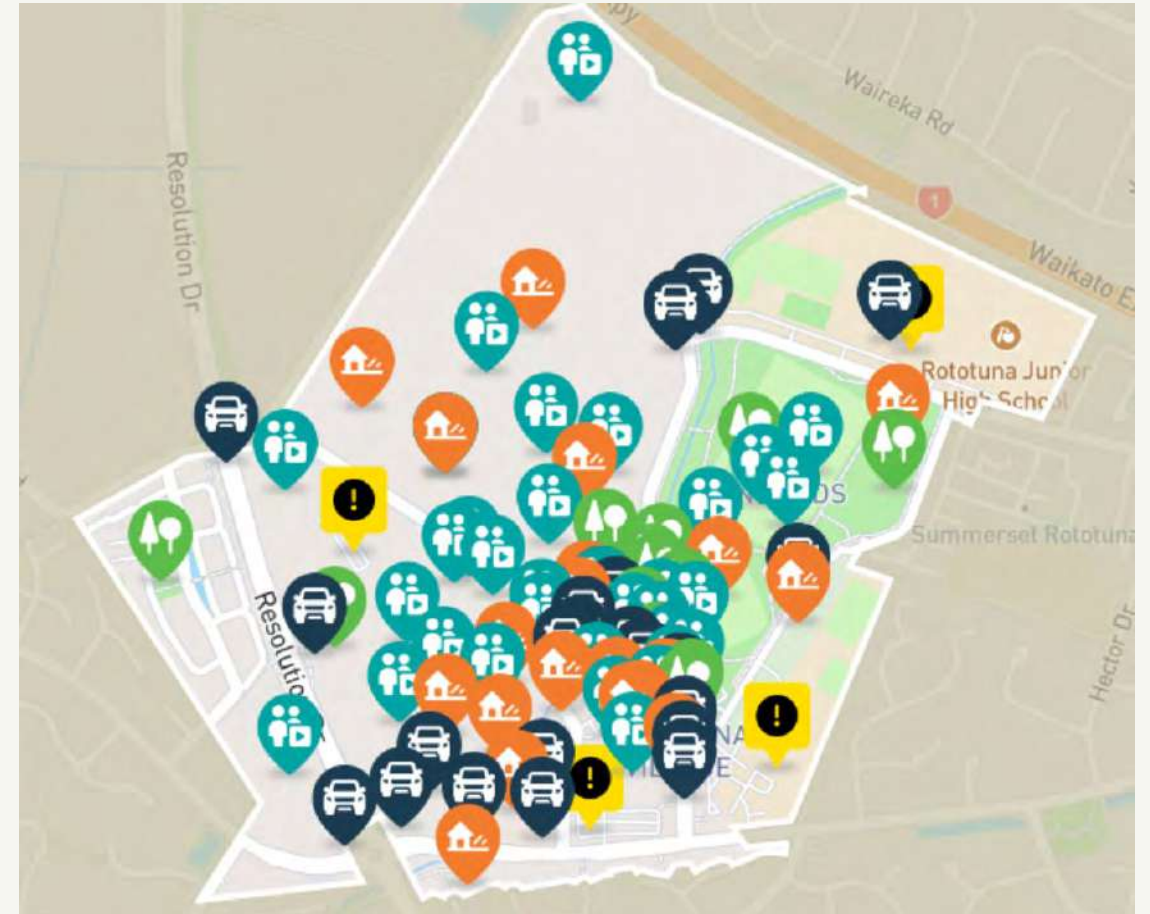
Residents dropped pins and shared ideas on four key themes:

- Transport
 - o Roads, footpaths, cycle lanes, road connectivity
- Green Spaces
 - o Parks and open areas, playground, tree planting and seating
- Land Use
 - o Housing, retail, community events and social hubs , pools and aquatic center
- Community
 - o Shared spaces and cultural identity

Rototuna Town Centre map



Rototuna Town Centre Area



Distribution of feedback pins

Processing feedback

- The submissions were made through our online survey tool hosted on Council's *Have Your Say* page.
- Counts and percentages were calculated using Microsoft Excel.
- Text comments were grouped into themes.





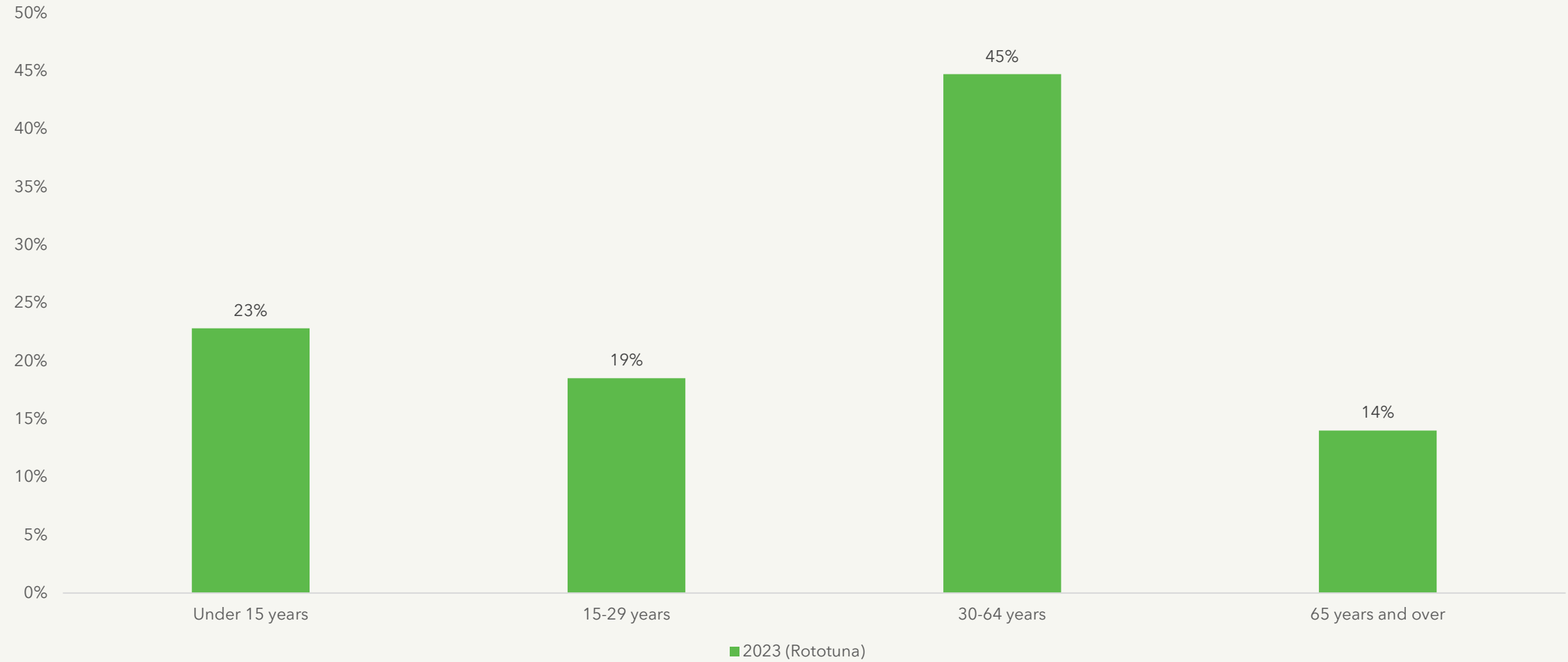
Demographics

About Rototuna residents

Rototuna demographics

Census 2023

Demographic breakdown of Rototuna Town Centre (2023 Census)



Social Pinpoint map

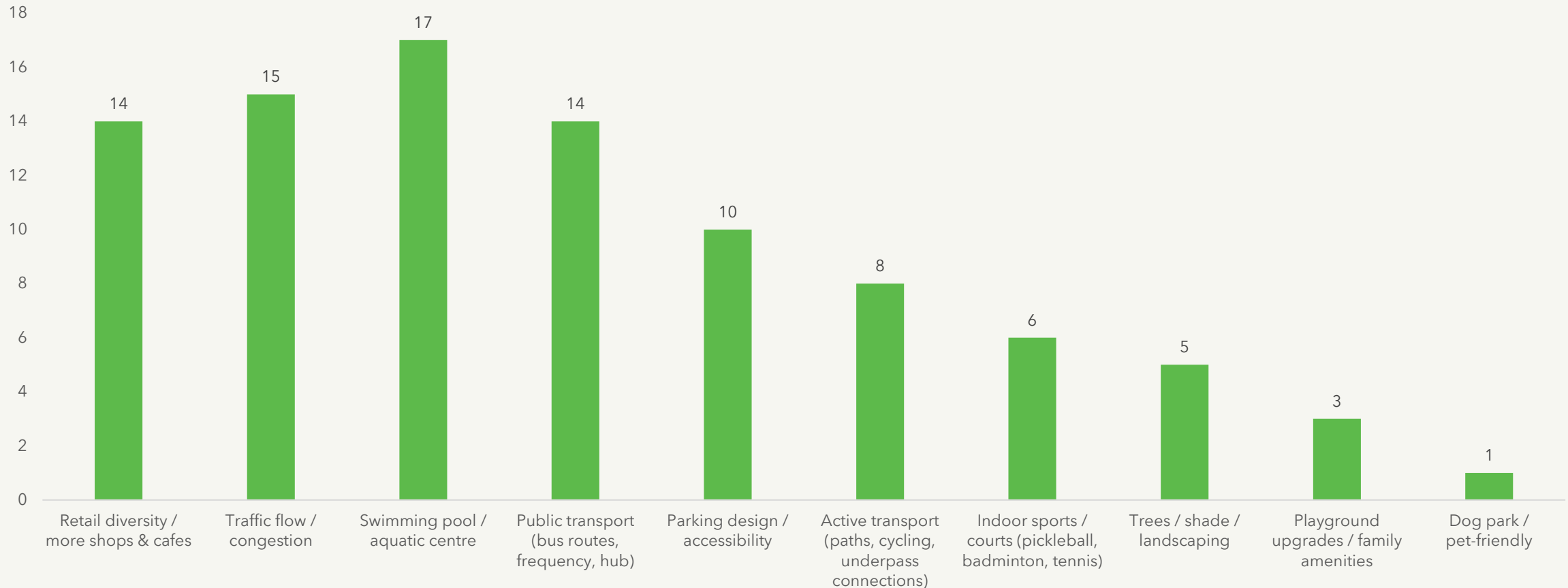
Responses

[Have Your Say page](#)

Top feedback themes

Social Pinpoint map feedback

Most mentioned themes from social map contributors



Themes from individual responses

"Tell us the reason for your response"



Congestion and safety improvements

n = 26

"This road needs to be completed ASAP. It's creating congestion and dangerous traffic with students from Hamilton Christian School, Rototuna Senior and Jr. High spilling into the footpaths on bikes, scooters, E-scooters and large groups of kids making the roundabout almost impossible."



Community amenities

n = 20

"Create a vibrant community hub with cafés, restaurants, boutique shops, and a public pool—an accessible destination that brings energy to the area and supports local businesses."



Enhancing green space

n = 13

"Large trees please. There's no mature trees in this suburb. Make space for larger trees within the streets and in the parks. You can't beat sitting in the dappled shade on a hot summer's day."



Aquatic facility

n = 34

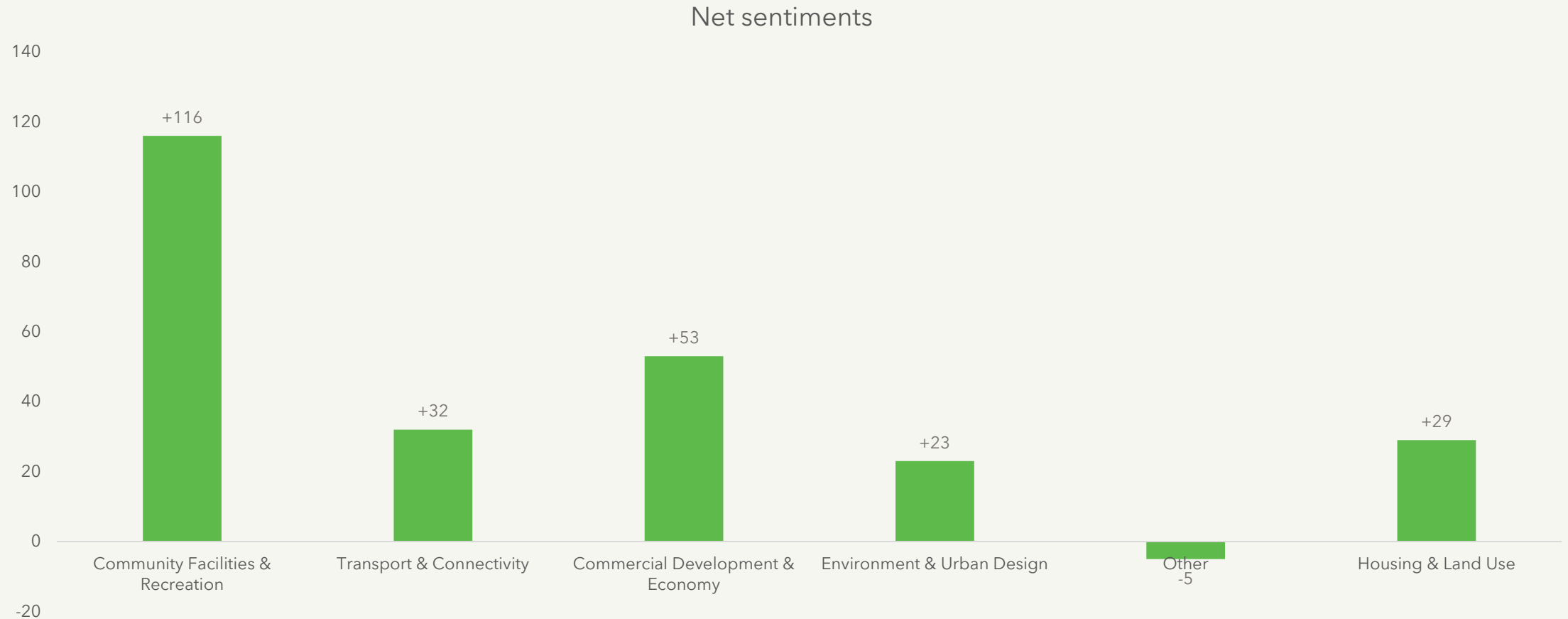
"Rototuna deserves an exceptional aquatic center that will serve as a vibrant hub for our community. Let's come together to make this vision a reality!"

Key insights

Social Pinpoint map

- Demand for community pools and aquatic facilities (17) across Rototuna North
- Concerns about congestion, road connectivity, and safe crossings (15)
- Requests for retail spaces, restaurants, and mixed-use hubs (14).
- Calls for better walking and cycling paths, underpasses, and safe routes for students (8).
- Interest in sports complexes, cultural spaces, and multipurpose centres (6).
- Emphasis on parks, trees, and recreational areas for families (9).

Net sentiment score for comments



- Net sentiment is calculated as: *Number of up-votes* minus *Number of down-votes*.
- It represents the overall balance of positive and negative feedback.



Survey tool

Respondent insights

Survey analysis

We asked respondents to share their feedback under four themes:

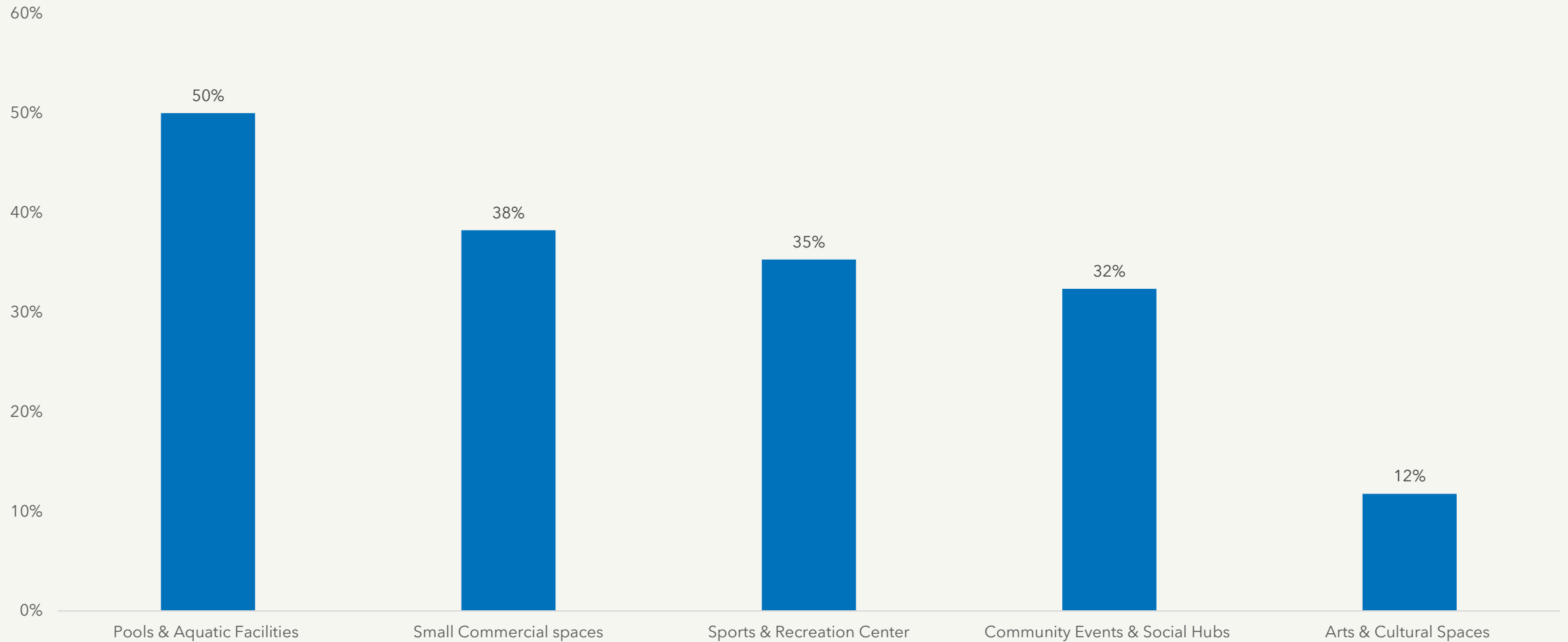
- Transport
- Community
- Green spaces
- Land use

Within the responses for each theme, we identified subthemes from the comments:

Themes	Sub-themes
Transport	Roads, footpaths, cycle lanes, and traffic
Community	Shared areas, community activities, swimming pool, waterpark, indoor sports etc
Green spaces	Parks, natural areas, and open spaces
Land use	Residential (affordable housing), commercial, or community-focused spaces

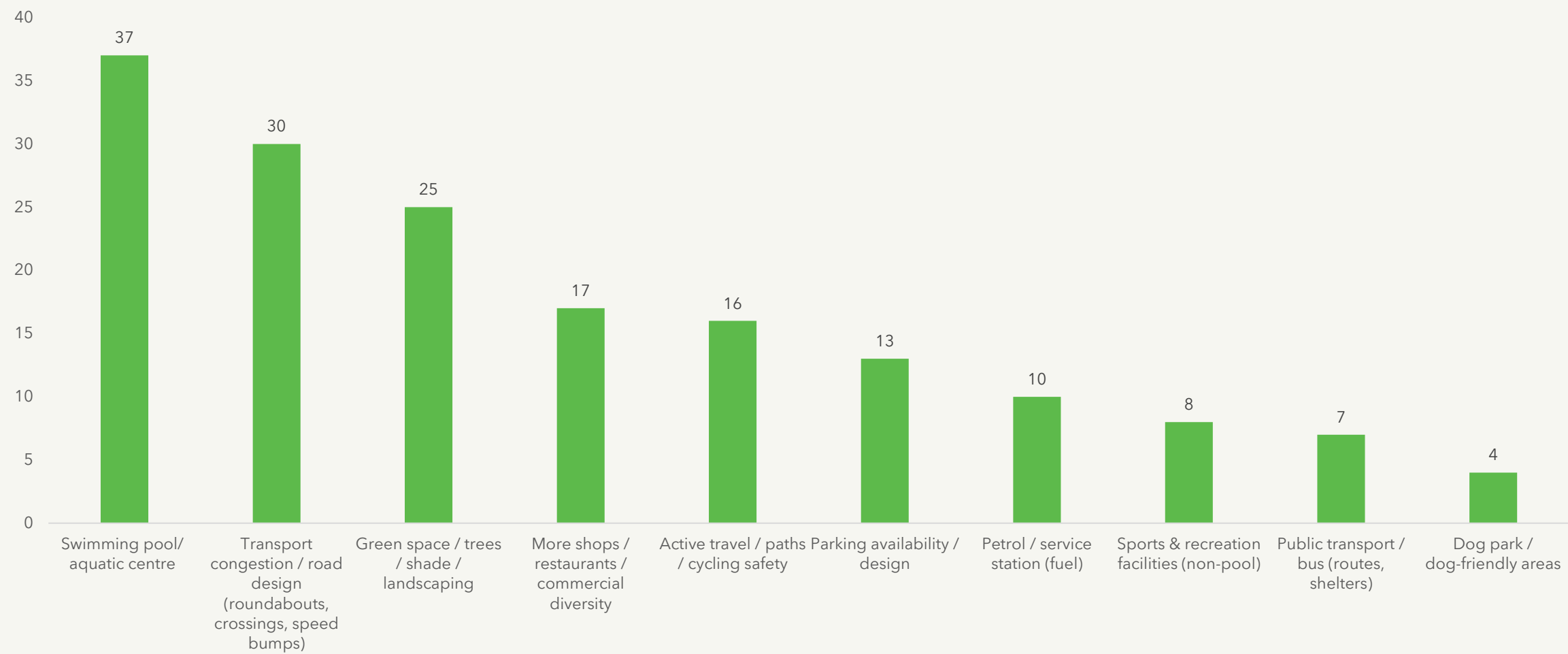
Themes from responses

Community category (n=34)



More detailed themes from responses

"Share your feedback to help shape how Rototuna Town Centre develops in the future"



Key insights

- Pools and aquatic facilities were mentioned by 50% of respondents.
- Small commercial spaces (38%), and sports and recreation centres (35%) were frequently mentioned, suggesting interest in amenities that support active lifestyles and convenience.
- Community events and social hubs (32%) appeared as themes reflecting in the need of spaces for social connection.
- Arts and cultural spaces were mentioned by 12% of respondents, showing these were important for some, though less commonly raised compared to other themes.

Themes from individual responses

"Tell us the reason for your response"



**Swimming
pool/aquatic centre**

n = 37

"We need a swimming pool built in Rototuna Town Centre and more water splash zones for children in the playground"



**Green space/trees/shade/
landscaping**

n = 25

"With the massive teenage population have decent green spaces for them such as bike park, jump tracks, and safe hang outs"



**More shops/restaurants/
commercial diversity**

n = 17

"It needs more diversity. There's the library and playground for entertainment and a lot of food places to eat but very few other reasons to come to the area. There is the vet, the hairdressers, the physio and there is a sign saying that a medical center is going to be developed but you need a lot more small useful businesses that people need to come to before you can call it a town center."



**Transport
congestion/road design**

n = 30

The traffic around Rototuna High School before and after school is a public health and safety issue as parents hog turning bays blocking access to school and retirement home. Firetrucks and ambulances struggle to respond and needs to be seriously addressed before someone dies because of ignorance."

Themes from individual responses

"Tell us the reason for your response"



Parking availability design

n = 13

"How can your Town Planning possibly allow for such a heavy concentration of new dwellings (< 60) on less than 2 hectares beside Korikori Green when the connecting roads are narrow, car parking spaces are limited, and access from Kimbrae Drive is restricted. It is simply not practical"



Sports and recreation facilities

n = 8

The Muslim community do not have permanent dedicated area for their mosque and Islamic center, probably to have one space dedicated for that, with easiest consent approval would be good. The Muslim are searching for that part of area in North Hamilton for so long and the consent is always turned down.



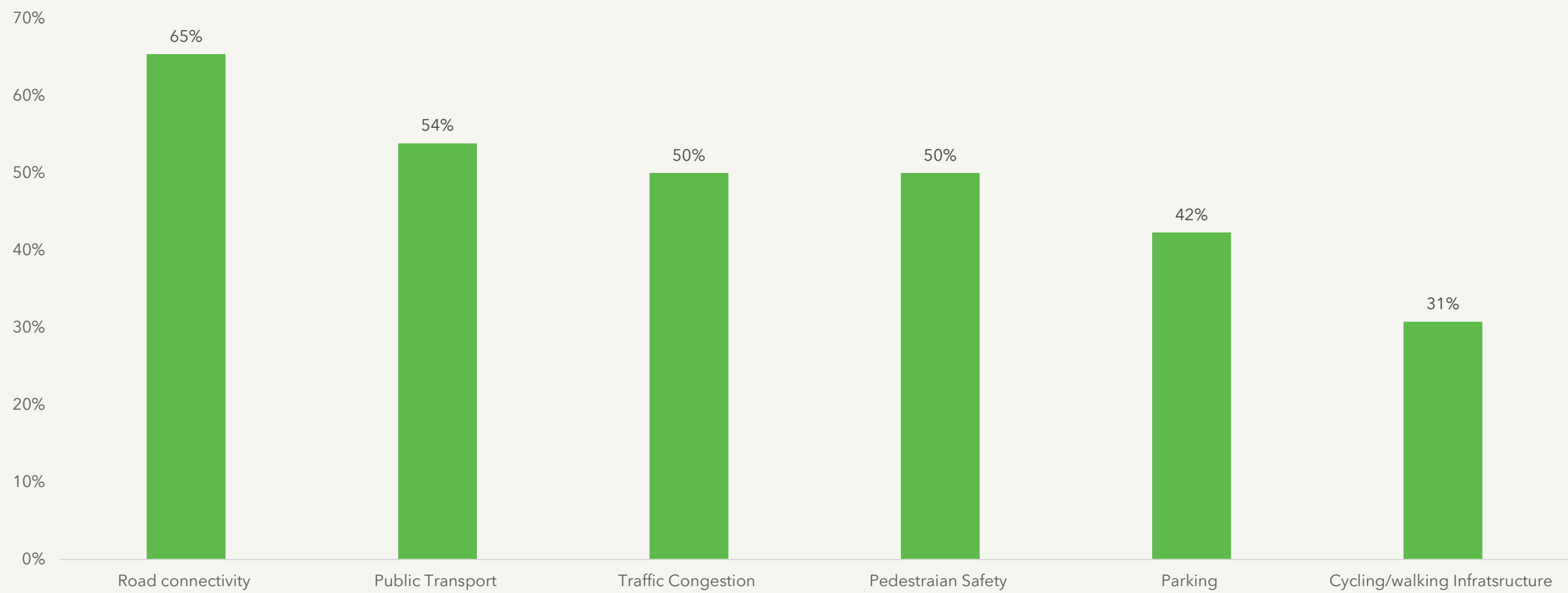
Active travel/paths/cycling safety

n = 16

"Please complete the promised roads. The Bypass from Bourne Road round to Woolworths lights. Then, we will have a true center full of road bumps and crossings that most cars can choose to avoid. When the road was closed for a year, this was meant to be a part of the development."

Themes from responses

Transport category (n=26)



Key insights

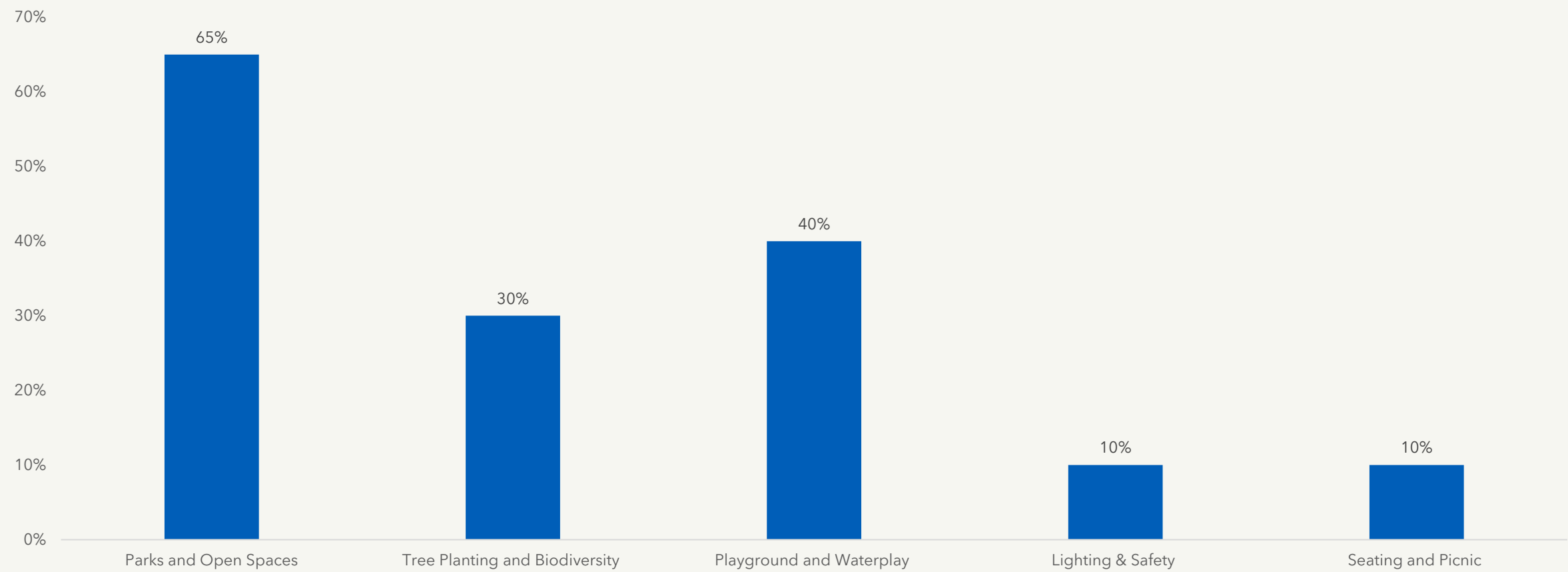
Respondents would like to see Hamilton City Council:

- Address parking and road capacity as the area expands.
- Prioritise investments in road connectivity and network efficiency.
- Consider utilising the intercity bus station to support tourism and regional connectivity.
- Prioritise pedestrian safety and traffic flow to address congestion and safety.
- Improve public transport so more people use it instead of driving.

Cycling/walking infrastructure and safety improvements were mentioned by a third of respondents.

Themes from responses

Green spaces category (n=20)



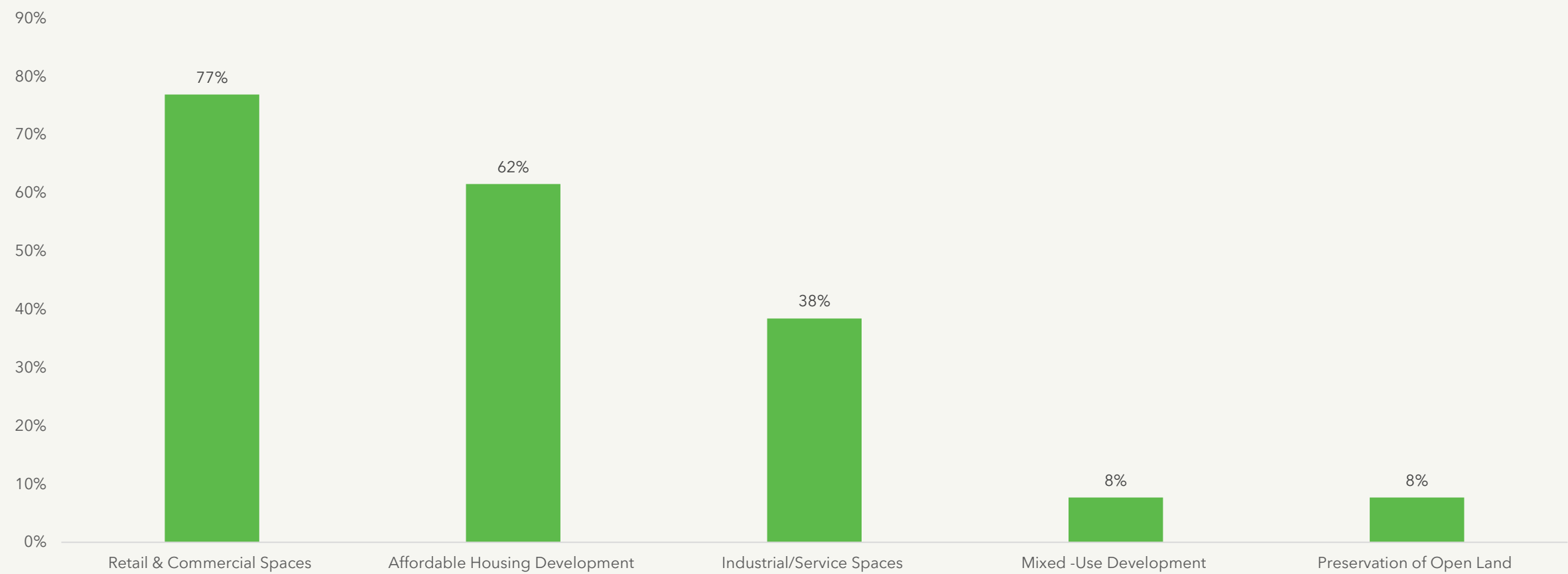
Key insights

- Strong community preference (71% of respondents) for parks and open spaces
- 40% would like to see play areas and water elements added or expanded
- 30% of respondents value biodiversity and shade, both for environmental health and improved user comfort.
- Safety and lighting improvements were mentioned by 10% of respondents.

Themes from responses

Land use category (n=13)

What residents value most in land use



Key insights

Respondents requested accessible retail and service centers that support daily convenience and local economic activity. Integration with transport networks was seen as important.

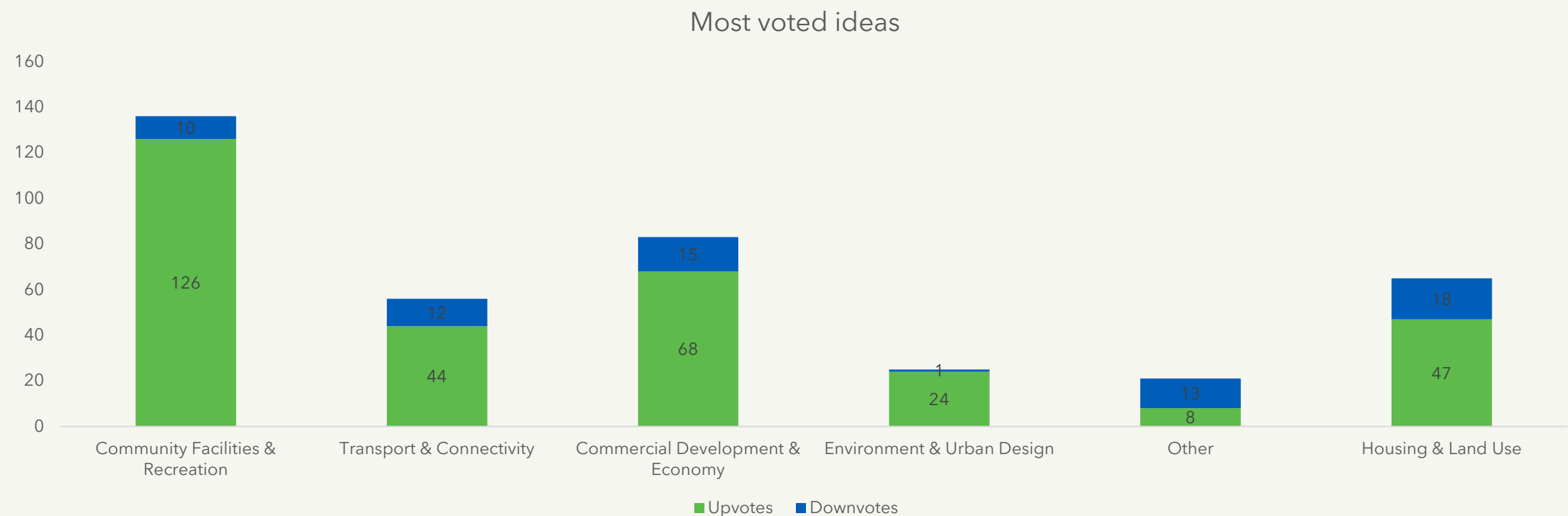
Cost-of-living pressures were a recurring concern. Respondents want diverse, affordable housing choices that cater to different household types and income levels.

There is strong support for allocating land to essential services and employment-generating industries to foster community wellbeing and economic resilience for the area.

Where feasible, respondents favor mixed-use developments that combine residential and employment spaces.

Most up-voted ideas

Top themes from community feedback



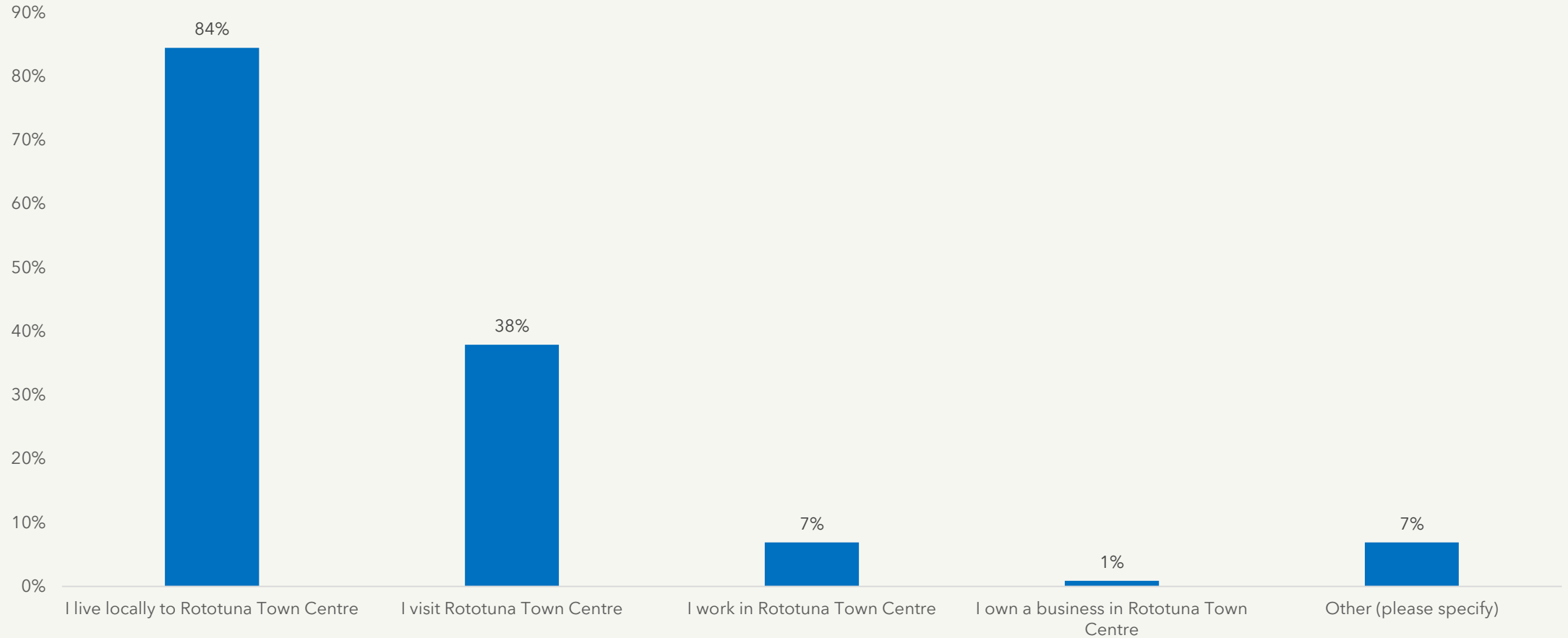
Respondents could up-vote other comments. The most upvoted comments related to community facilities and recreation suggestions.

Survey responses

Interest groups

How are you connected

How are you connected to Rototuna Town Centre area?



Interest groups

Respondents had the option to select how they are connected to the project. These options included:

- Living locally - 98 respondents
- Visiting the Rototuna town centre - 44 respondents
- Working in the Rototuna town centre - 8 respondents
- Owning a business in Rototuna town centre - 1 respondent

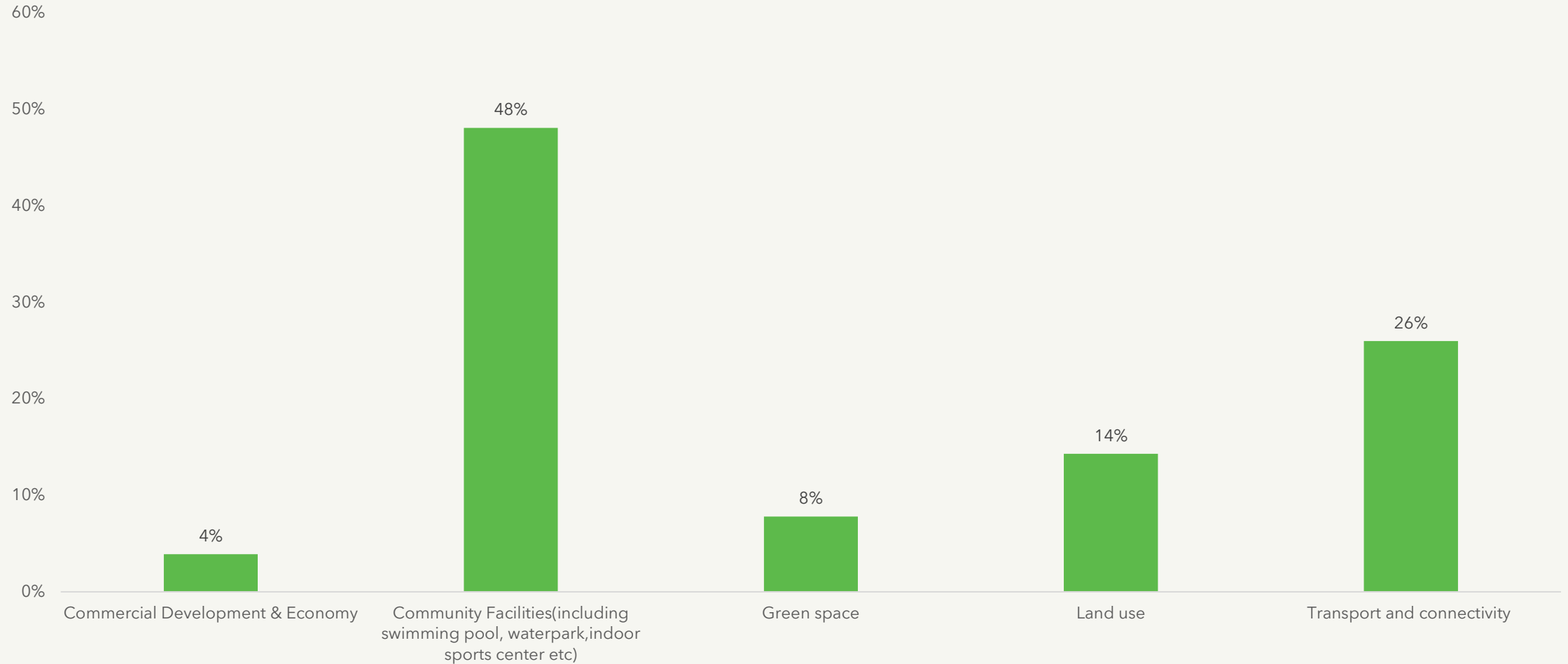
Comments from each of these interest groups have been themed to give further understanding of the project. These groups have been split by:

- Living locally
- Visiting the Rototuna town centre
- Working in the Town centre and owning a business (grouped)

Local residents

"What would you like to see in Rototuna Town Centre?"

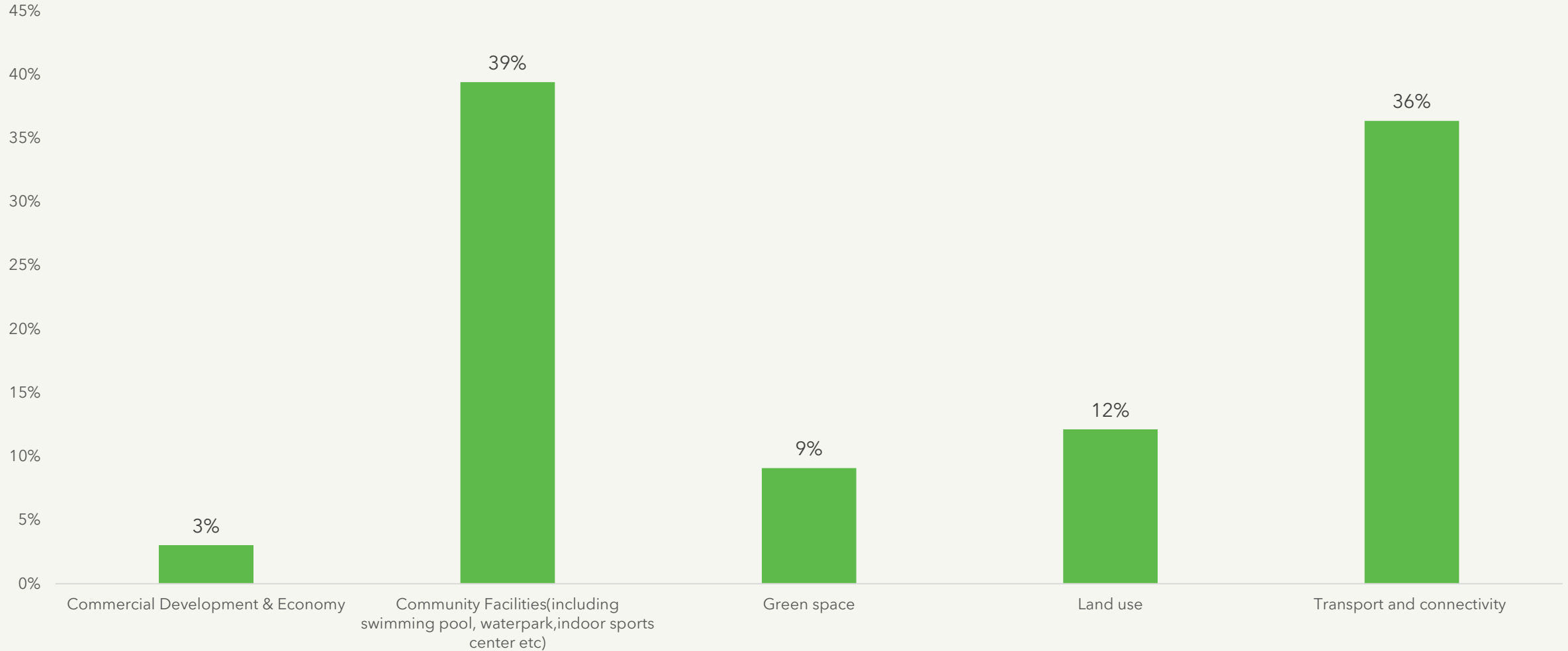
I live locally to Rototuna Town Centre



Visitors

"What would you like to see in Rototuna Town Centre?"

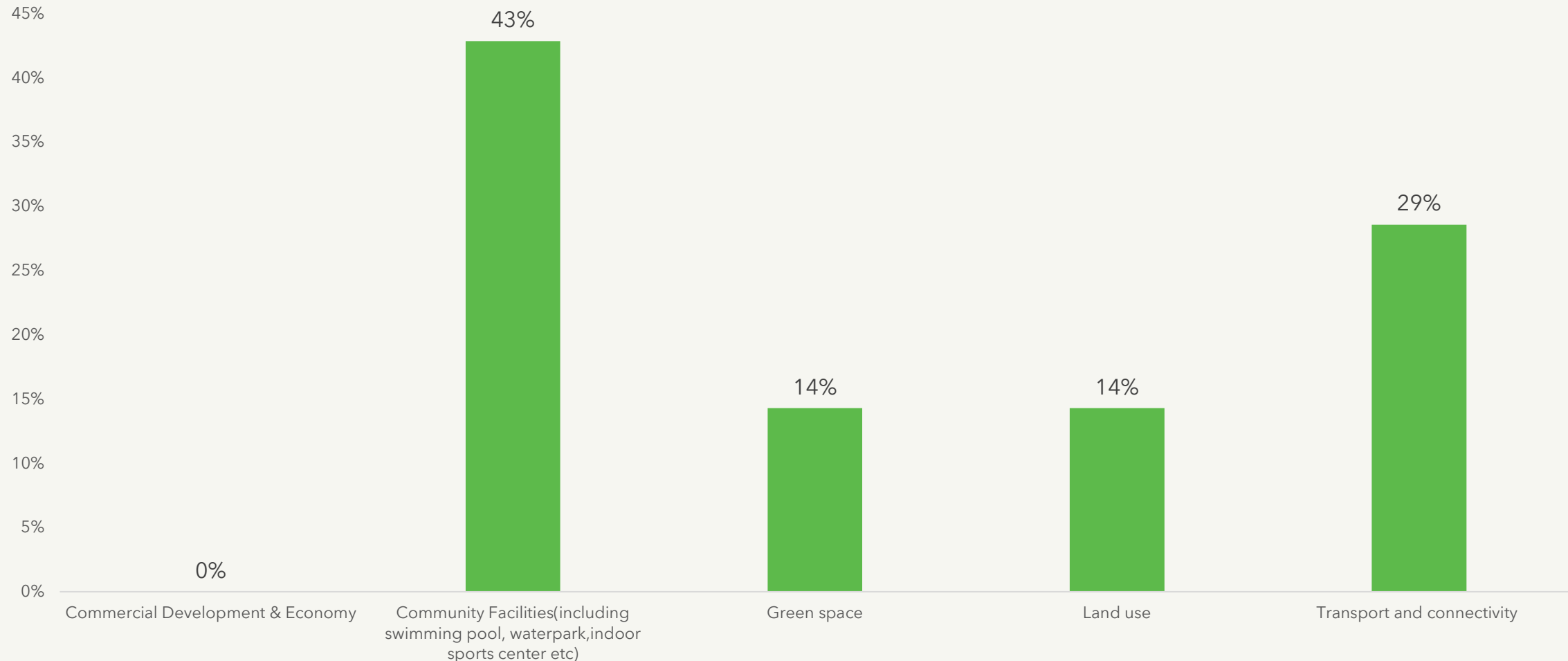
I visit Rototuna Town Centre



Workers and business owners

"What would you like to see in Rototuna Town Centre?"

I work in Rototuna Town Centre and own a business in Rototuna Town Centre



What's currently working

1. Community

- The Rototuna Library and surrounding amenities are valued as a community focal point.
- Positive sentiment towards events and activities that foster connection e.g. markets and cultural celebrations.

2. Transport

- Residents appreciate existing road connectivity and pedestrian crossings but highlight congestion and school traffic safety issues.
- Active transport paths (walking/cycling) are welcomed where available.

3. Land Use

- Strong preference for integrated spaces combining residential housing, commercial amenities (shops, cafés), and community facilities like leisure hubs and green spaces.

4. Green spaces

- Residents value parks, open areas, and pedestrian safety features.

Engagement results

Themes from social media

- We received six relevant comments across our nine social media posts. Comments were limited as the campaign was locally targeted per approach of the Communication Plan (2km around Rototuna Town Centre)
- Social media commentary was de-identified, then analysed using CoPilot.
- Themes from these comments were:
 - o Bus route to CBD (2 comments)
 - o Aquatic facility (2 comments)
 - o Youth facilities (1 comment)
 - o Petrol station (1 comment)

Engagement results

Reached

Heard about the consultation

- Letter to businesses in RTC
- Email to key stakeholders
- Post on Rototuna Facebook group
- Two targeted META ad campaigns
- Large signs at Te Kete Aronui Library and play space, and Korikori Park

Engaged

Sought more information

- Social media links were clicked 1711 times
- QR codes were scanned 33 times
- Over 34,000 impressions of our posts
- Over 11,00 people were reached

Heard

116 people responded on the form
93 feedback pins were dropped on the map