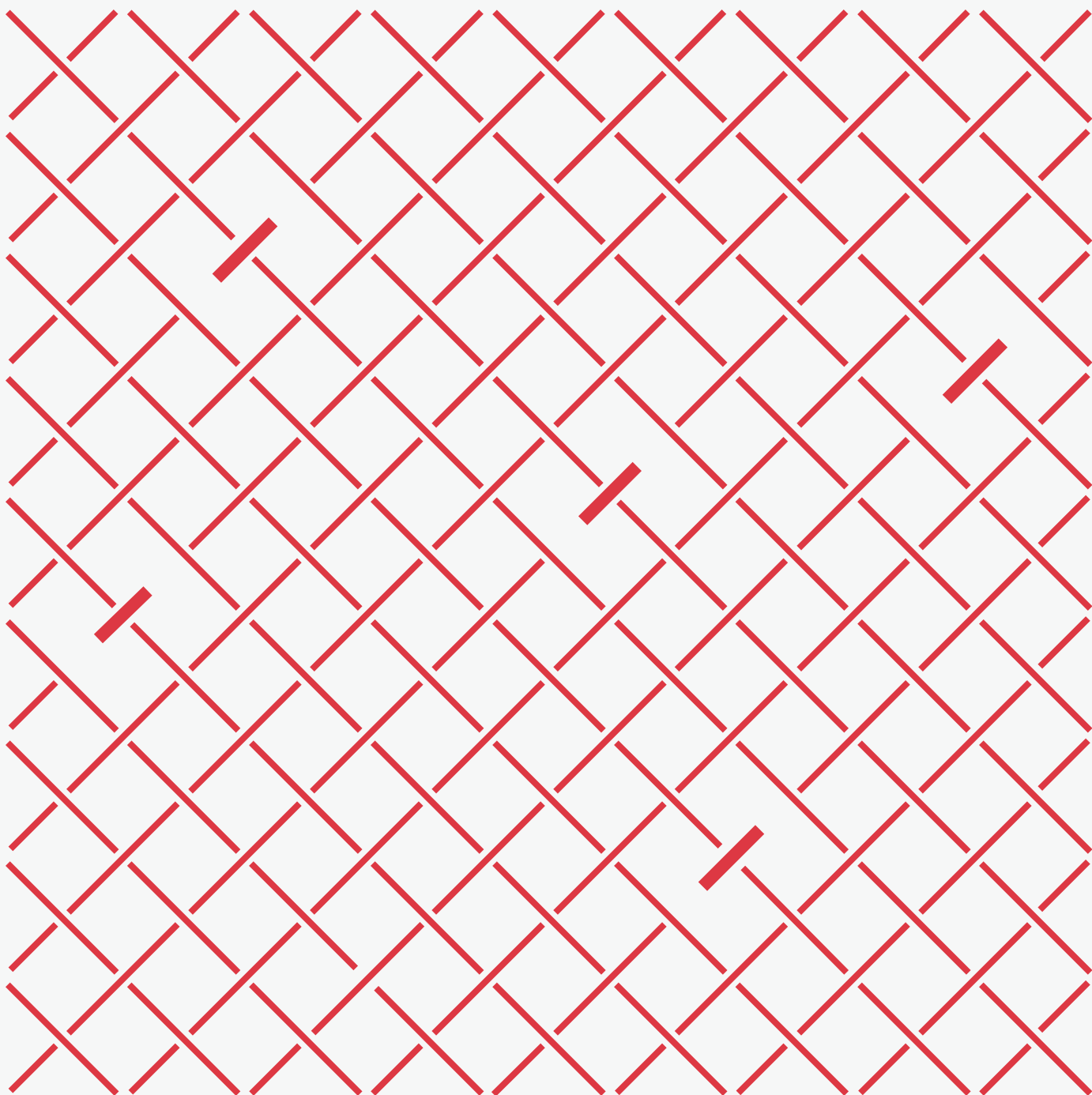


TIMARU CITYTOWN

Timaru
District Council
2022

✕ REFINING THE MASTER PLAN 21-24'



ACKNOWLEDGMENTS

The Timaru CityTown Strategic Framework has been developed by the CityHub Project team (Timaru District Council together with Isthmus Group and Gap Filler) under the direction of the City Hub Project Steering Group. The document acknowledges the extensive work and contributions made by Upoko of Te Rūnanga o Arowhenua, the Community Advisory Group, the Development and Investment Group, numerous community and corporate stakeholders and the wider community.

This document, “Refining the Tactical Master Plan 21-24” is a revised extract from the full version of the Strategic Framework intended to give prominence to our current strategic direction and proposed actions over the next 24 months as we refine and prioritise key projects from the wealth of strategic possibilities.

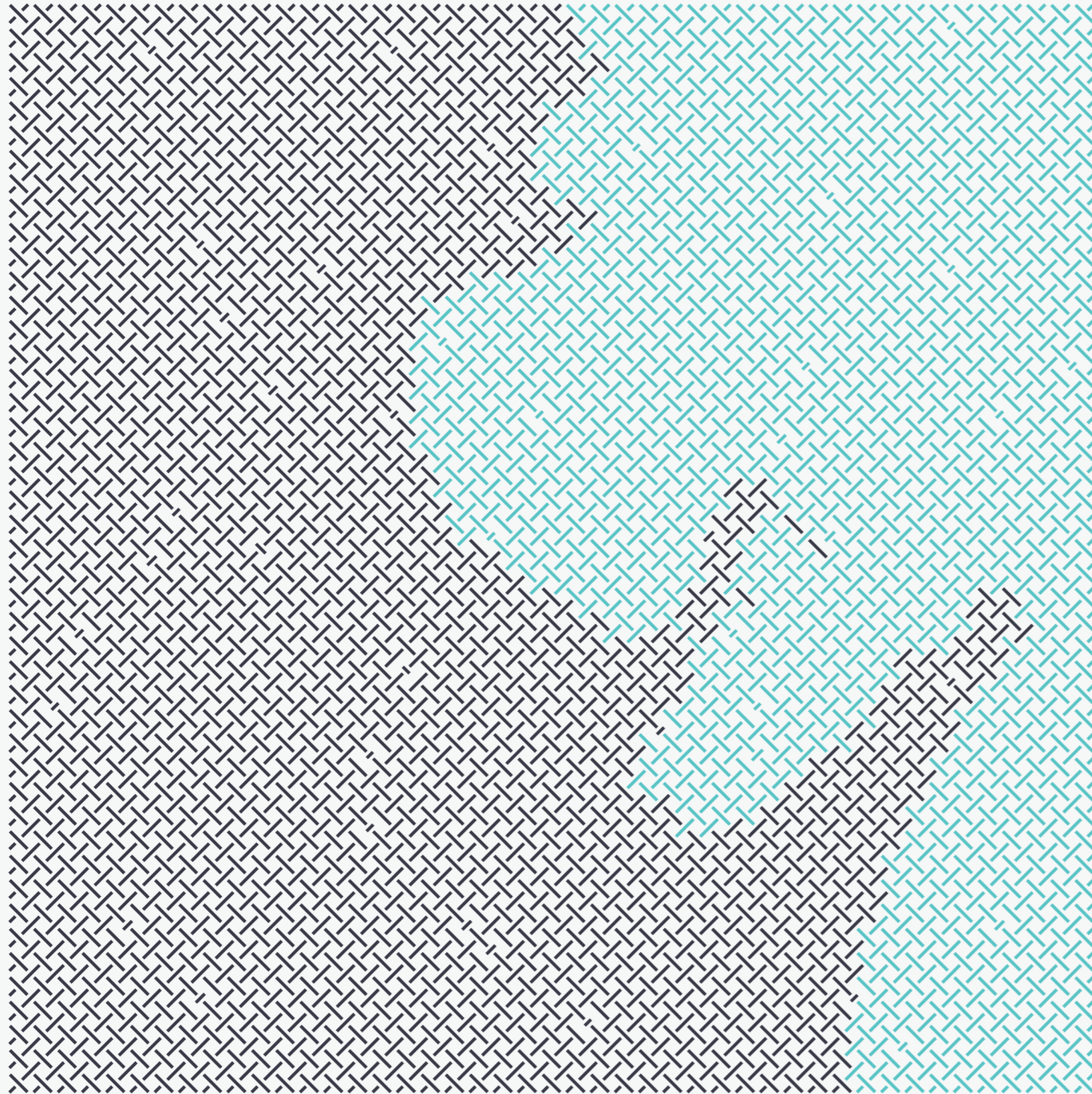
Authors:
Timaru District Council
Isthmus Group

To view or to download a copy of the full Strategic Framework visit:

May 2022

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KAUPAPA

Te Whāriki

kia mōhio ai tātou ki a tātou
 E kore taea e te whenu kotahi
 ki te raranga i te whāriki
 kia mōhio ai tātou ki a tātou.
 Mā te mahi tahi o ngā whenu,
 mā te mahi tahi o ngā kairaranga,
 ka oti tēnei whāriki.
 I te otinga
 me titiro tātou ki ngā mea pai
 ka puta mai
 a tana wā, me titiro hoki
 ki ngā raranga i makere
 nā te mea, he kōrero anō kei reira.

The tapestry of understanding
 cannot be woven
 by one strand alone.
 Only by the working together of strands
 and the working together of weavers
 will such a tapestry be completed.
 Let us look at the good
 that comes from it
 and, in time we should also look
 at those dropped stitches because,
 they also have a message.

Te Whāriki expresses the desire for a new kind of partnership to shape our CityTown. It is in the act of weaving individual threads together that understanding and hope is formed as an evolving tapestry for the future. The Timaru CityTown Strategy sets out our commitment to partnering with mana whenua, businesses and community to regenerate Timaru, and adapt as we need to by acknowledging that dropped stitches are important for learning growing and creating a resilient future.

STRATEGY ON A PAGE

The CityTown Strategic Framework provides an integrated kaupapa for all key components of the project. From vision and values to future potential ideas to be implemented on the ground, it tells the aspirational story of the future transformation of our centre. Here is a clear breakdown of the various component parts that make up the Strategic Framework.

Vision

The vision statement is the aspiration for what we want Timaru to be in 30-50 years. It is the shared ambition — we use it as an anchor for everything we do. It should excite and motivate us to make the aspiration a reality for future generations

Partnership values

Te Whāriki is about working in partnership to create an outcome that resonates with all parties and threads of work. The kaupapa is underpinned by a set of values that reflect this aspiration.

Outcomes

The five Outcomes occupy a central part of the Framework as they direct our work towards increasing the wellbeing of our people in all things CityTown related. They remind us why we have set ourselves on this transformation journey and what we are aiming for. Each Outcome presents a list of **Measures**, highlighting what needs to be tracked to evaluate progress towards the Outcomes. Associated time-specific **Targets** will be added and developed by Council and partners, through the process of developing the Tactical Master Plan.

Key Moves

The Key Moves serve the Outcomes by attracting more people to live, work and play in the city. The combination of ideas (spatial and non-spatial) collectively address all Outcomes, rather than one Key Move providing responses to one Outcome. This ensures future initiatives don't happen in isolation producing a limited result, but rather serve a wider shared purpose.

Ideas

Ideas are aspirational and will be refined and prioritised through trials and stakeholder engagement over the next few years. They are intended to spark conversation around priorities including both 'quick wins' and catalysing projects to help us visualise big changes. Once refined, some of these ideas will be translated into concrete actions and implemented over time. Concrete actions are focused on Councils enabling role, and the seeding or catalyst ideas that will encourage private sector growth and investment alongside community led placemaking.

Exploratory Trials

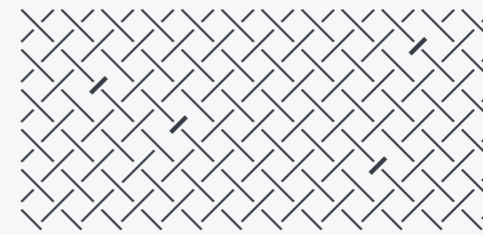
These enable us to test the contextual relevance of our brief, project questions, assumptions and aspirations. They help us to understand the practical impact of possible long term projects and to prioritise funding.

Targeted trials

These trials help us uncover, test and refine the Tactical Master Plan with direct and ongoing feedback from the community. They allow us to test more specific spatial and non-spatial ideas on the ground that work towards delivering the key moves.

2050

TIMARU CITYTOWN



TE HOKINGA KI TE NGĀKAU RETURN TO THE HEART

VISION

OUR HOME IS A PLACE OF SHELTER WHERE WE ARE PROUD TO WELCOME PEOPLE AND WEAVE NEW PARTNERSHIPS TO BUILD A SUSTAINABLE AND DYNAMIC FUTURE.

PARTNERSHIP VALUES

Te Whāriki.

Weaving a tapestry of understanding together.

Tipuora.

Growing a thriving and dynamic life.

Kaitiakitanga.

Guardianship, shelter and sustainability.

OUTCOMES



Healthy Timaru.
Te taiao hei whakamaru. Kaitiaki of natural environment



Loved Timaru.
Ko au, ko koe, ko tātou. Visible & celebrated identity



Mobile Timaru.
Te ara āheitanga. Sustainable & inclusive mobility



Everyday Timaru.
He wāhi ora. Diverse & mixed-use city centre



Dynamic Timaru.
Ōhanga taineke. Resilient local economy

EXPLORATORY TRIALS



KEY MOVES



GREEN WEAVE
TE RARANGA A TANE
Embrace the centre with greenways



COASTAL CONNECTION
ĀRAI TE URU
Link to the water's edge and original shoreline



WELCOME HOME
HOKI MAI
Enable mixed-use to invite urban living



THE HEART WITHIN
TE NGĀKAU A IWI
Cultivate a cultural core

IDEAS



TARGETED TRIALS

IDEAS



TARGETED TRIALS

IDEAS



TARGETED TRIALS

IDEAS



TARGETED TRIALS

OUTCOMES SUMMARY

Outcome.
The five Outcomes direct us to work towards increasing the wellbeing of our people in all things CityTown related. They remind us why we have set ourselves on this transformation journey and what we are aiming for. Outcomes stem from the acknowledgment of the current state of Timaru and the aspirations of our people for the future.



HEALTHY TIMARU TE TAIAO HEI WHAKAMARU

A regenerated natural environment supported by our role as kaitiaki.

Bring the health of the natural environment to the forefront of the CityTown strategy and actions. Adopt a positive and proactive attitude to innovatively respond to a changing climate and regenerate our natural environment.

This Outcome will promote sustainability, regeneration and mātauranga māori principles to guide the transformation of our centre for all living beings, present and future, to enjoy.

Objectives:

- Regenerate our natural environment.
- Adopt sustainable practices to reduce environmental impact.
- Raise climate and environmental awareness.



LOVED TIMARU KO AU, KO KOE, KO TATO

A visible and celebrated identity fostering Timaruvians' sense of pride and belonging.

Express our bi-cultural identity with the visible presence of Mana Whenua in the centre. Reveal the abundance and self reliance of Timaru and bring an experience of identity through food, closing the gap between producer and consumer, city and farm, city and sea. Continue a tactical and placemaking approach as an ongoing activity owned by community champions.

This Outcome will protect and celebrate our cultural heritage and coastal landscape. Investment in people, partnerships and programmes will help to cultivate an inclusive environment for community expression, embedding the industrious spirit of Timaru with a culture of making and doing in the transformation of the centre.

Objectives:

- Express our bi-cultural identity.
- Celebrate our natural and built heritage.
- Strengthen our community's sense of pride and belonging.



MOBILE TIMARU TE ARA ĀHEITANGA

A sustainable and inclusive mobility system offering transport choices to all.

Transition to a de-carbonised transport system that provides safer and improved connectivity to and through the centre for all modes & promote sustainable inter-regional travel.

This Outcome requires renewal and implementation of infrastructure for active modes and public transport. Holistic consideration of mobility needs and preferences will be key to ensure equitable access to the centre for all users from across the district.

Objectives:

- Create a better pedestrian experience.
- Increase the number of people cycling and using micro-mobility.
- Increase public transport patronage.
- Support our elderly and mobility impaired citizens in accessing the centre.
- Reduce dominance of cars in the centre.



DYNAMIC TIMARU OHANGA TAINEKE

A resilient local economy ensuring long-lasting vibrancy and vitality of the centre.

Support the economic viability and resilience of the centre by reinforcing its attractiveness for locals and visitors.

This Outcome requires a cohesive approach to retail, tourism, hospitality and business opportunities throughout the centre. Inward migration and retention of a new active population in the centre will be vital to create a critical mass and economically compensate for our static population growth. Concentration of activities and facilitated reuse of existing buildings will be key to success.

Objectives:

- Reinforce retail and commercial activities.
- Develop tourism and recreational opportunities.
- Align public and private investments and initiatives.



EVERYDAY TIMARU HE WĀHI ORA

A diverse and mixed-use centre responding to the needs of our communities that also attracts urban pioneers.

Our centre needs to evolve to fulfil the everyday needs and aspirations of our local and diverse communities. But even more than that, it needs to create a radical pull factor to reverse the static population trend.

This Outcome promotes greater density, diversity and mix of opportunities in the centre for all members of the community, while also attracting new 'urban pioneers' looking for lifestyle and live-work choices. Attracting and supporting an inner CityTown resident population living within walking distance of all amenities will be key to success, as well as ensuring our centre is attractive for all ages.

Objectives:

- Attract urban pioneers to consolidate a residential population in the centre.
- Provide for all ages, abilities and incomes.

KEY MOVES OVERVIEW

Key Moves are the response to the Outcomes and Targets identified in the process. They are core ideas (spatial and non-spatial) that signal the change required to deliver on our shared vision.

GREEN WEAVE
TE RARANGA A TANE
EMBRACE THE CENTRE WITH GREENWAYS



COASTLINE CONNECTION
ARAI TE URU
LINK TO THE WATER'S EDGE & ORIGINAL SHORELINE



WELCOME HOME
HOKI MAI
ENABLE MIXED-USE TO INVITE URBAN LIVING



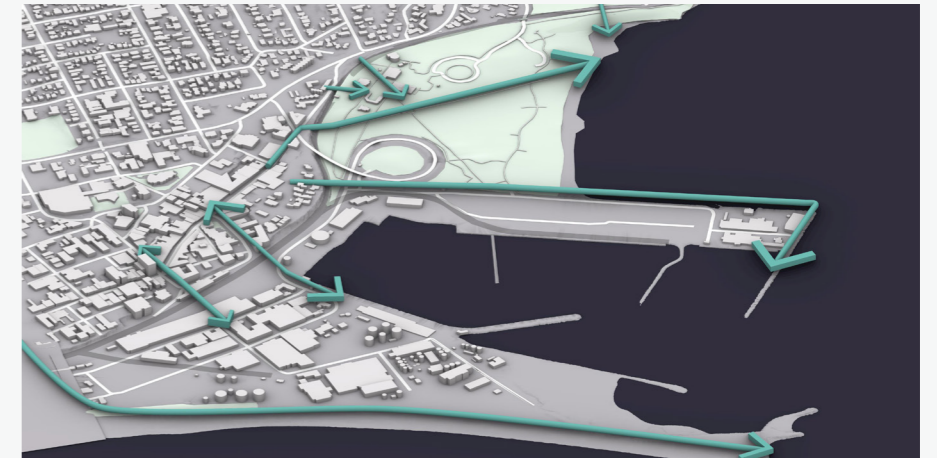
THE HEART WITHIN
TE NGĀKAU A IWI
CULTIVATE A STRONG CULTURAL CORE



Join and grow the existing network of open spaces to create a soft and inviting green frame around the centre.



Reconnect with the water's edge and celebrate its dual character – both natural and industrious.



Introduce a mix and diversity of live-work opportunities in the centre to sustain vibrancy over the coming years.



Amplify the beating heart of our centre within a cultural quarter framed by civic buildings.



KEY MOVES IDEAS OVERVIEW

A 30 to 50 year plan would be typical of infrastructure planning and this timescale is represented by the full suite of project ideas which would comprehensively address the four Key Moves to fully deliver stakeholder aspirations.

Planning in this way– from long term aspirations back to 10-year investment priorities – anticipates future issues and gives a framework for continued improvement. This offers future councils a foundation form which to make decisions that integrate with work done in the past.

This level of investment goes well beyond the scope of the present Long Term Plan 2021-2031 where \$34.6m has been allocated to finance the creation and implementation of a Master Plan with a 10-15 year investment focus. Identifying the full suite of possibilities is a key first step that enables us to then prioritise projects which are likely to provide the greatest immediate impact for ratepayers within the present budget.

The Delivery Tactics on the following pages showcase hypothetical scenarios that indicate the scope and scale of what might be achievable within the 10 year CAPEX budget. It is recognised that a random selection of popular projects would not optimise value for ratepayers and these scenarios give examples of how **complementary** projects could be differently packaged together in the evolving Master Plan to best promote the agreed Outcomes.

The Delivery Tactics are indicative at this stage in order to initiate the conversation with our community about strategic prioritisation and early wins.



Green Weave

- Bay Hill/Port Loop Road/ Stafford Street Intersection
- Sophia Parkway - North & South
- Valley Greenway - Strathallan St/Church St
- Shoreline Greenway (Station St)/ one way street and PT node
- Valley Greenway: George St, King George Place/ Arthur St, Arthur St to Te Ara
- The Terrace: slow street cycle link
- SH intersection improvements: North St, Arthur St, Church St (overpass), Sefton St, other minor improvements
- On road cycle lanes - South Stafford, North, Grey Loop
- On road cycle lanes: Grey St extension
- Gateway treatment: amenity edge, wayfinding, art/culture

Coastal Connection

- Marine Parade Promenade
- Shoreline Greenway (Port Loop Rd/ Ritchie St)
- Terrace Footbridge Connection
- Piazza: play/art/wayfinding
- Strathallan footbridge upgrade
- Bay Hill to Caroline Bay access: wayfinding
- CPlay to City Play Trail
- CBay to CPlay Trail
- North St footbridge + cycle
- Frazer St: cycle link (cycle lane/slow street)
- Stewart St: cycle link (wayfinding)
- Port Waterfront open space node: viewing platform, seating
- Marine Parade Waterfront node - platform, seating, beach access

Welcome Home

- Bay Hill Activated Street/One way street
- Pedestrian streets/laneways: Beswick St, Cains Terrace, Royal Arcade
- Midblock connections - wayfinding to offstreet carparks
- Stafford Street North, Central, South
- Residential pilot project - partnership enablers: Stafford St, Cains Terrace, The Terrace

The Heart Within

- Theatre Royal Civic space (new)
- Landing Civic space (refurb)
- Parkway: Seafarers corner, green gathering space
- Museum conversion: Youth
- Hub/ youth space
- Kathmandu carpark: civic/ camping
- Turnbull Building - heritage conversion, market hall-partnership enabler
- Railway Station lease: pop up creative space + rail platform

DELIVERY TACTICS SCENARIO 1

Connector as catalyst

Prioritise delivery of one Key Move. For example, delivering 'Coastal Connection' would prioritise projects like footbridges, connections to Caroline Bay and development of Marine Parade promenade.

Pros

- Links up and catalyses key projects with high quality public realm
- Addresses severance issues through two key projects – blue and green
- Range of potential partnerships for key anchor projects benefiting from public realm upgrade – residential, civic, hospitality and entertainment
- Links and encourages potential new travel modes
- Access to the water
- Create an additional anchor project like Theatre Royal to invest in for catalyst project (e.g. Majestic Theatre)

Cons

- Incomplete networks for cyclists and pedestrians
- Less focus on the centre and could mean people only engage with that part of Timaru. Not as strong with bringing vitality into the centre.



Key

- █ Greenway frame
- █ Port/water connection
- Future and potential developments

DELIVERY TACTICS SCENARIO 2

Leverage the laneways

Focus ideas on a specific location. For example, delivering within a concentrated geographical area will enable delivery of some ideas across all four Key Moves.

Pros

- Consolidate activity-geographic focus
- Double down on existing investments
- Range of potential project partnerships for residential, civic, hospitality and entertainment
- Low cost/ low hanging fruit with existing laneways
- Focus on seed developments to increase population and activity
- Upgrades a portion of Stafford Street to be narrow/ slow speed and align with infrastructure renewals (watermain upgrade)
- Tests if the key moves as a whole deliver on the vibrancy the town needs in a localised area - giving confidence that if done in other places it could achieve the overarching vision

Cons

- Incomplete networks for cyclists and pedestrians
- Stretches council's enable role
- Could mean existing issues are not dealt to soon enough.



Key

- Small greenway frame
- - -> Low cost cycle connection
- Activated laneways
- Future and potential developments

DELIVERY TACTICS SCENARIO 3

Scenario 3 Line it all up

Align projects with renewals budgets, LTP projects and other funding sources. For example, deliver the Shoreline Greenway early because TDC have a water main renewal programmed.

Pros

- Aligns with renewals and BAU improvement projects
- Street potential for connecting pedestrian and cyclists safely with range of quality standards
- Continues to leverage tactical and activation approach
- Addresses major severance issues that need action soon

Cons

- Lack of consolidated activity
- Temporary or low cost may not generate sufficient investor confidence or amenity for growth and density
- Relies on ongoing activation/tactical programme



Key

- Crossings to be upgraded
- Intermittent greenway transport
- Full greenway transport
- Low cost water edge connections
- Water edge connections
- Road alternative uses (market and events/activations)
- Future and potential developments

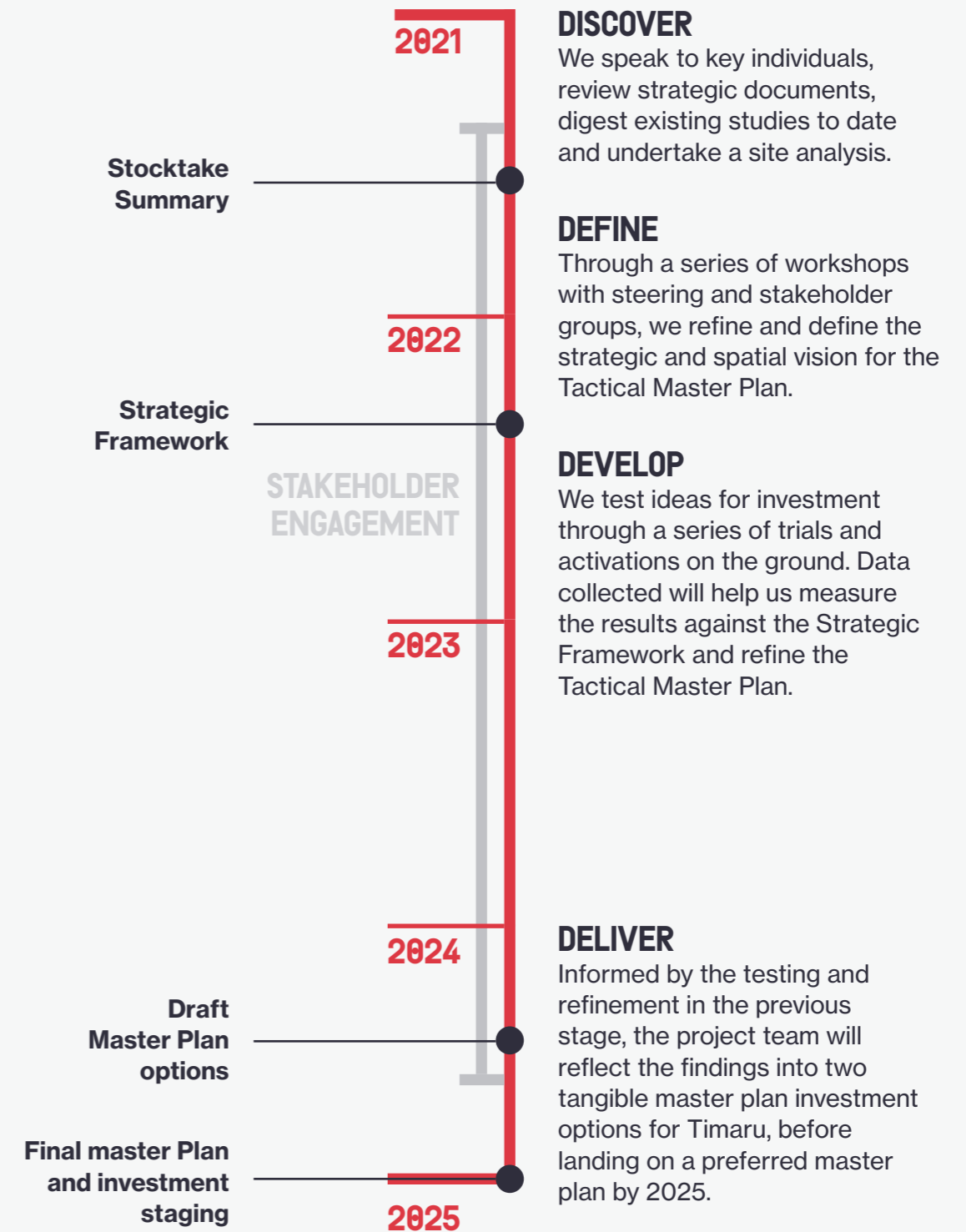
THE TACTICAL MASTER PLAN

The first phase of the Tactical Master Plan has leveraged the extensive body of research, reports and community conversations undertaken in previous years, refining assumptions through a co-design process to develop this Strategic Framework – a unifying vision articulating the shared aspirations of our community and stakeholders. To support the strategic planning, a spatial analysis of the centre has been undertaken to understand existing barriers and opportunities. The spatial and strategic threads have resulted in Key Moves which outline the change required to deliver on our Outcomes and Vision. These are supported by ideas that will be tested and refined in the next phase through the Tactical Master Plan.

This next phase takes a tactical approach to development of the Master Plan. It will help us to uncover, test and build on spatial and non-spatial ideas outlined in the Strategic Framework, refined from those suggested by stakeholders and the wider community. Testing our assumptions before we commit funding to any big-ticket items will help ensure outcomes are functional, attractive, and well utilised by our communities both now and in the future. These trials will help to directly inform and refine the Tactical Master Plan for Timaru and to set the mood for the necessary change to happen in a shorter timeframe.

From ideas to concrete actions

The ideas presented in this section are intended to spark conversation around prioritisation and will be refined through trials, design & stakeholder engagement over the next few years. Once refined through the tactical process, some of these ideas will be translated into concrete actions and implemented over time as part of council's 'enabling' delivery tactics.



TESTING

The tactical approach being adopted in the next phase is something new. This next phase will use a tactical approach to help us to uncover, test and build on ideas outlined in the Strategic Framework, adopted from the suggestions of stakeholders and the wider community. Trials are temporary testing of ideas in real life and help us to challenge our assumptions before committing funding to any big-ticket items. This ensures that ideas are functional, attractive, and well utilised by our communities both now and in the future and truly work towards achieving our outcomes and key moves. These trials will help to directly inform and refine all workstreams. The trials are split between exploratory and targeted trials. The exploratory ones relate directly to the Outcomes while the targeted trials are specific to testing ideas from the key moves.



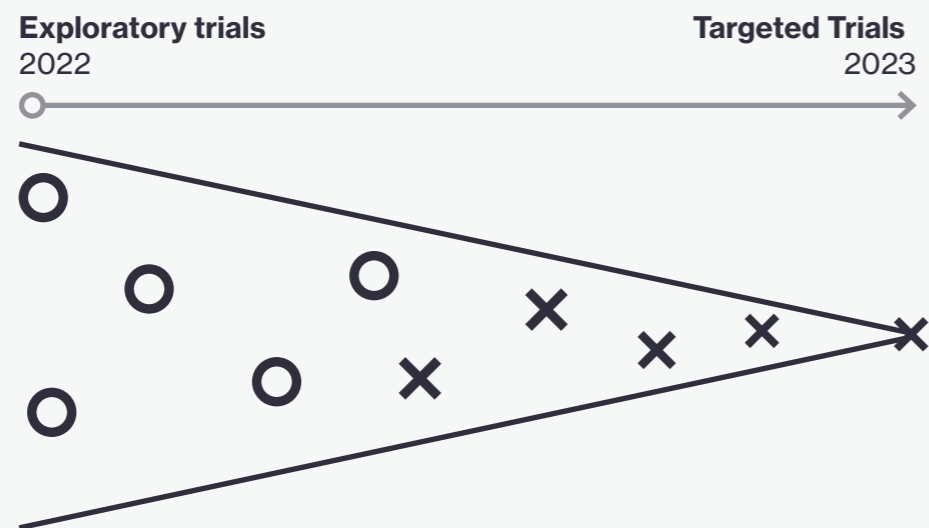
Exploratory trial objectives

- Get to know Timaru more deeply, and allow residents to think about it too;
- Trigger a positive mood for change;
- Encourage diverse community engagement and participation;
- Ensure the design brief the design team are detailing over time is contextually relevant;
- Introduce big ideas about the use of the centre;



Targeted trial objectives

- Test spatial and non-spatial ideas that work towards delivering the key moves outlined in the strategic framework;
- Introduce location-specific trials;
- Kick-start behavioural change.

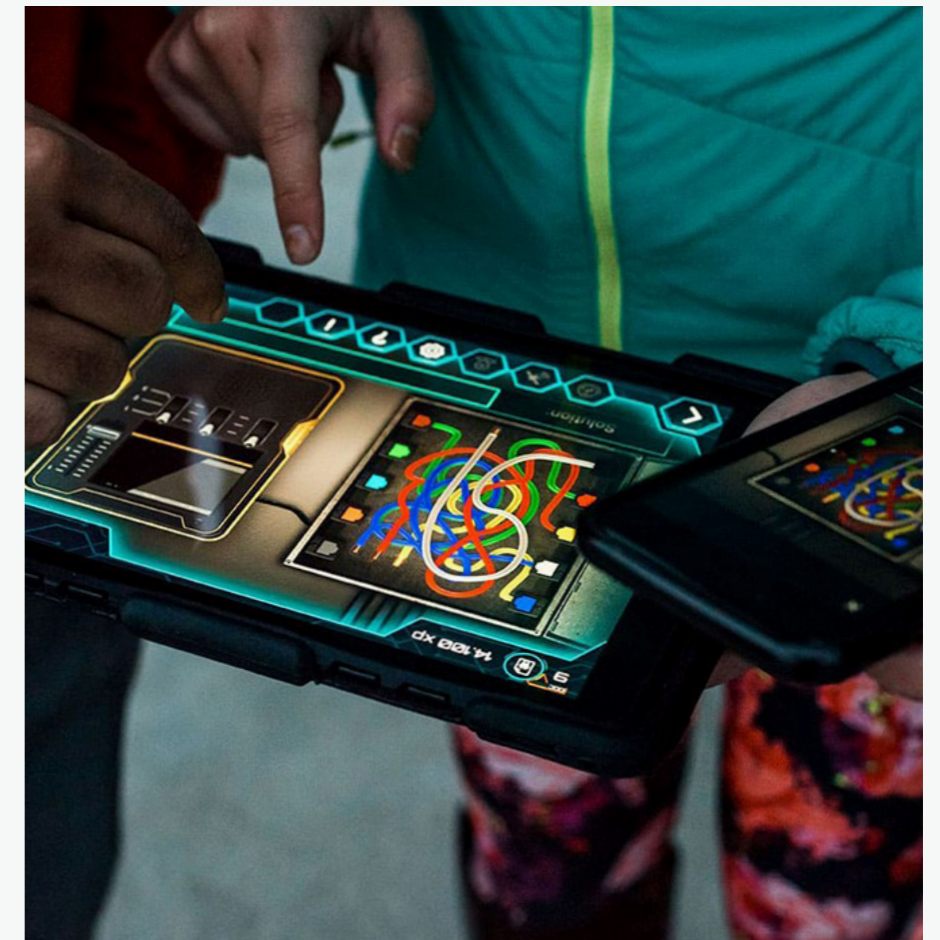


Strathallan Corner.

This was a four-week exploratory trial testing a popular idea suggested by stakeholders and the wider community, the reorientation of the site to face the street. The space was intended to be used how people liked and was activated over the course of the several weeks by small groups representing diverse parts of the community. The trial helped us understand how the space changed the experience of the centre and how it triggered new behaviours.

Codebreakers.

An outdoor escape room game running for the next few months, where participants are guided to unexpected sites across Timaru to find markers and solve puzzles. The aim is to visit all sites and solve the puzzles as quickly as possible. The first iteration of this activation will be transposing an existing generic (non Timaru-specific) codebreakers game from Christchurch. Depending on uptake, the next iteration could be a puzzle based on a Timaru history narrative.



EXPLORATORY TRIALS PROGRAMME

Not all trials will proceed through to delivery. They will first be tested at a concept scoping and preliminary design phase. This will help us/council make an informed decision as to whether or not to proceed with the delivery of the trial. Through this process the exploratory trial programme will become more refined at each decision point.



Healthy Timaru

- Dogs in the centre
- Bite-sized recreation
- Port/Seaside activation



Mobile Timaru

- Codebreakers
- Bay Hill activations
- Active transport hire



Everyday Timaru

- City/Town conversations
- Bite-sized recreation
- Youth space drop in



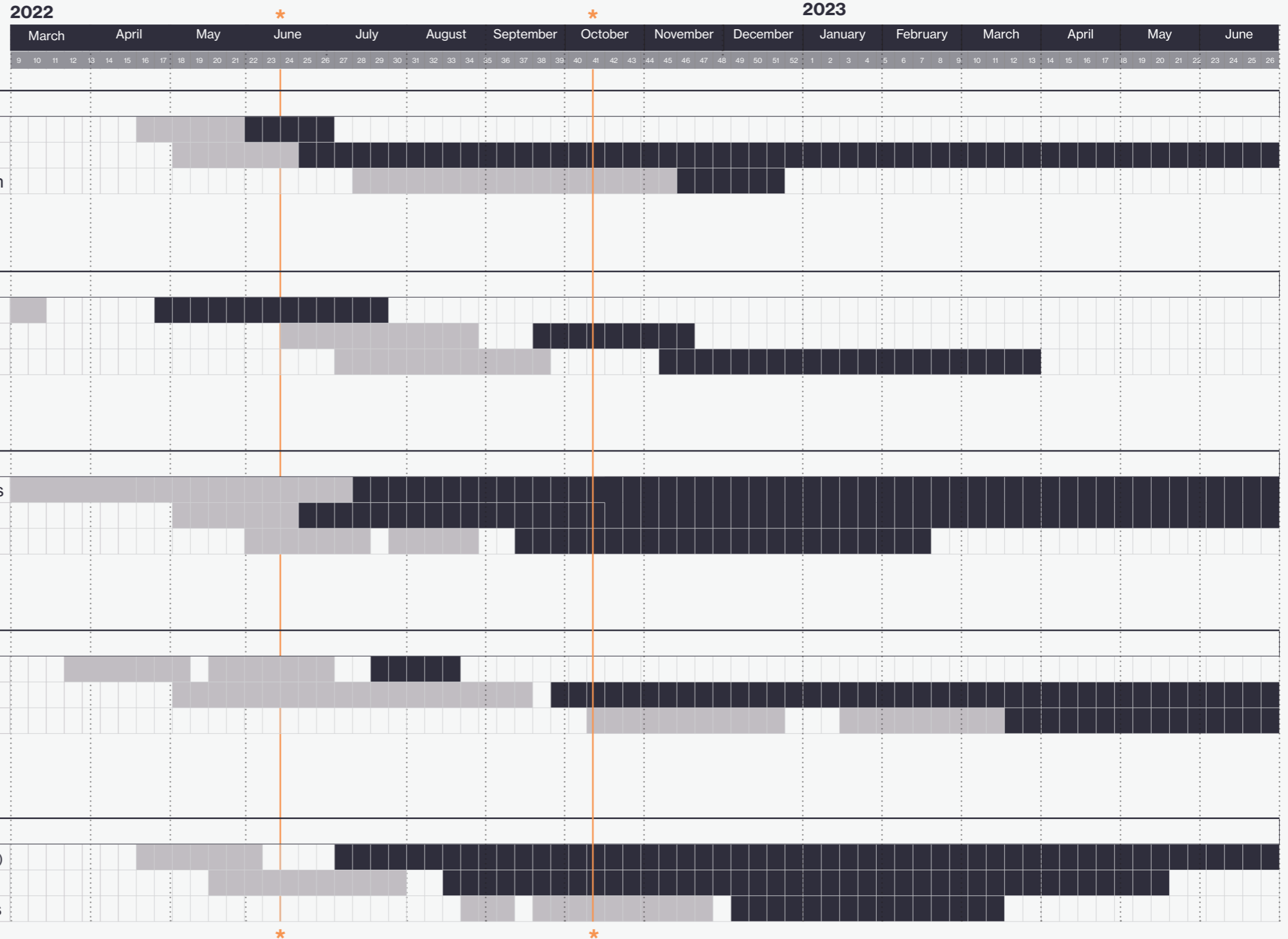
Dynamic Timaru

- Royal arcade uses
- Vacancies (rates rebate)
- Rural in the centre



Loved Timaru

- Soft trials (policies & bylaws)
- Visible art & culture
- Summer music/buskers



Key



1 - Concept scoping, preliminary design and developed design

2 - Delivery

* Decision point to confirm which exploratory trials to progress through to delivery (approx 3-5)

EXPLORATORY TRIALS RATIONALE & PURPOSE

The targeted exploratory trials programme helps us understand Timaru more deeply, trigger a positive mood for change, ensure our design brief is relevant and will begin to introduce some of the bigger ideas.



Dogs in the centre

Purpose: Exploring whether having more dog friendly spaces and/or times within the central city could increase the number and diversity of people and time spent in the central city. Working with supportive businesses to evaluate the impact on business as well.

Bite-sized recreation

Purpose: Small recreational offerings peppered around the centre, integrating moments of sport & play into everyday life in the city. Exploring whether Caroline Bay and the outskirts are where recreation belongs - and/or if the city can become more varied and vibrant with such small interventions.

Port/Seaside activation

Purpose: Improving access and amenity at the closest water's edge from the central city, experimenting with a location that could be developed into a future public space, if there's public appetite for it.



Codebreakers

Purpose: Encouraging Timaruvians to explore side streets and connections/locations that might be unfamiliar to them. Learning about people's preferred paths and working to break ingrained mobility habits.

Bay hill activations

Purpose: Testing whether a wider range of things to do - or other changes - would increase the usage at Bay Hill, and whether and how we can increase the proportion of people connecting between Bay Hill and the rest of the city to the south - to inform a potential targeted trial for the Bay Hill / Sefton Street intersection.

Active transport hire

Purpose: Piloting one or more options for readily available active transport designed to increase the distances that people will travel in the city. Could additional transport options encourage more exploration, and better connect the city, Caroline Bay and Port?



CityTown conversations

Purpose: Quick, easy, topical interactions sprinkled across the city that create 'little and often' moments for anyone to talk about the future of Timaru CityTown. This can be an umbrella category to enable fast action as 'quick win' opportunities present themselves.

Bite-sized recreation

Purpose: Small recreational offerings peppered around the centre,

integrating moments of sport & play into everyday life in the city. Exploring whether Caroline Bay and the outskirts are where recreation belongs - and/or if the city can become more varied and vibrant with such small interventions.

Youth space (drop-ins)

Purpose: Increasing the diversity of offerings in the central city, with a non-commercial drop-in space to complement the retail and hospitality choices in the city. Can we encourage more young people to dwell in the city, and/or otherwise create more central city points of difference? Also a way of testing temporary uses of vacant shops.



Royal Arcade uses

Purpose: Helping Timaru make the most of the asset that is Royal Arcade. Could changes to the space and fit out, the activities/shops at either end and/or the events and processes for happenings within the Arcade maximise the usage?

Vacancies (rates rebate)

Purpose: Exploring whether a rates incentive (possibly in the form of a grant) could be used to enable temporary occupation and use of vacancies in the central city. Increasing the appeal of the central city.

Rural in the centre

Purpose: Discovering ways to connect central Timaru with the surrounding countryside, and having reminders in the city of the proximity and importance of the agricultural prominence in South Canterbury. Exploring this rural connection as an authentic point of difference for Timaru CityTown



Soft trials (Policies & Bylaws)

Purpose: Exploring the regulatory framework to see if any policy and bylaw changes/pilots could be used to help encourage developments, activities and behaviours in accordance with the CityTown desired outcomes and key moves.

Visible art & culture

Purpose: Highlighting and making people more aware of the existing arts and culture in Timaru that is often a bit hidden from view - and encouraging and attracting new arts and cultural initiatives by making existing ones more visible and celebrated. Can the arts help bring a wider range of people into Timaru, and create a more vibrant centre?

Summer music buskers

Purpose: The earlier Strathallan Corner trial yielded lots of requests for more music and busking in central Timaru, which is currently discouraged. Exploring ways to achieve this - and glean the positive impacts of live music in the city - without causing too much disruption.

TARGETED TRIALS PROGRAMME

Not all trials will proceed through to delivery. They will first be tested at a concept scoping and preliminary design phase. This will help us/council make an informed decision as to whether or not to proceed with the delivery of the trial. Through this process the targeted trial programme will become more refined.

We will start with easy and short temporary closures - extending exploratory trials/ activations + addressing the 'obvious' e.g. Stafford Street, then progress to extending movement from Ritchie street to Marine Parade along with parking trials and interruption to road corridors.

Gradient Key



- 1 - Concept scoping
- 2 - Preliminary design
- 3 - Developed design
- 4 - Trial / Physical Delivery

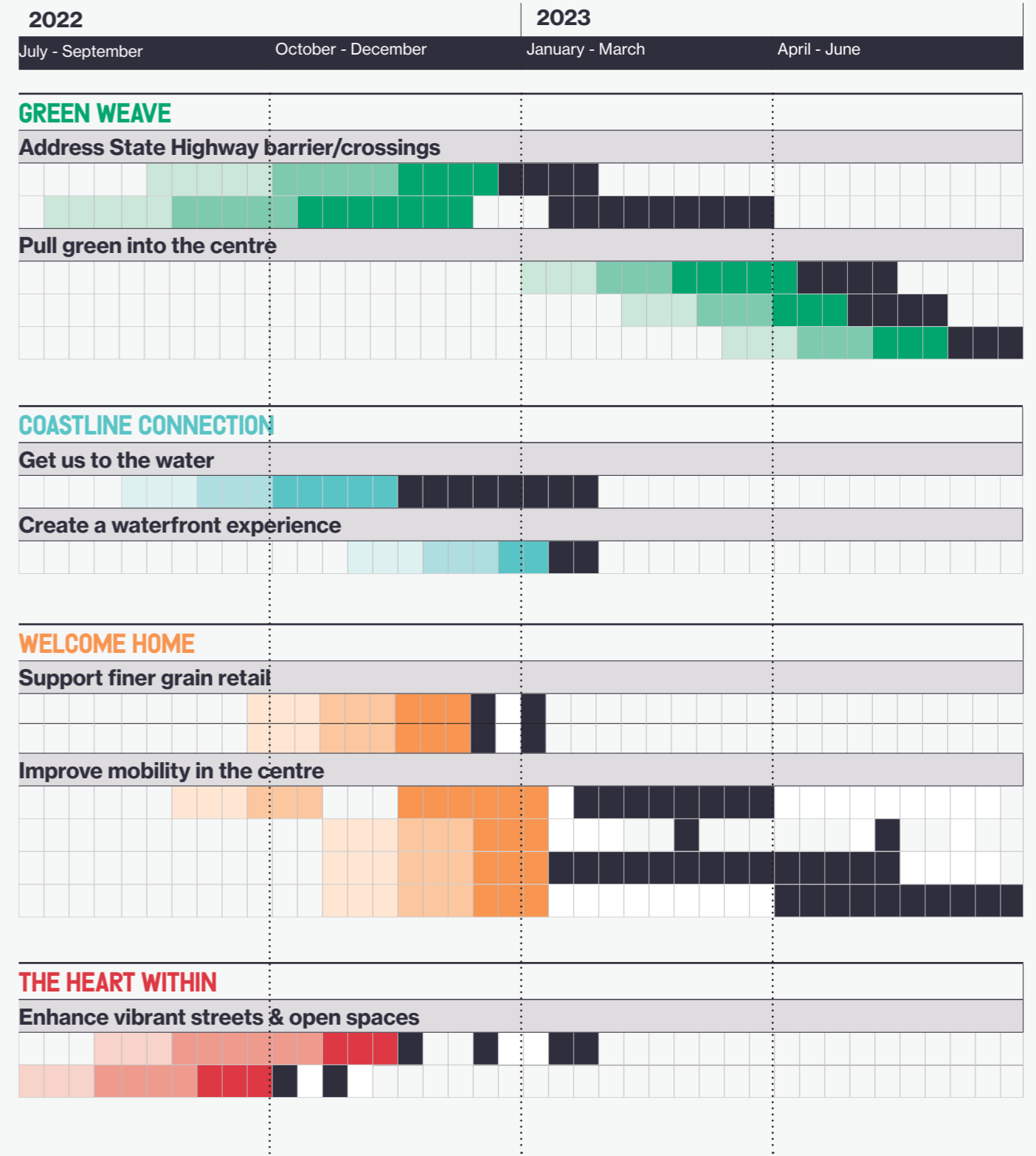
- Number on map
- Overlap with exploratory trials
- Potentially Streets for people funded
- Event street activation
- Tactical intervention

GREEN WEAVE				
Address State Highway barrier/crossings				
North St/Arthur St	1a/1b		●	
Bay Hill & Sefton St intersection	2		●	●
Pull green into the centre				
Strathallan St Greenway	3	●		●
Station St Greenway	4			●
George St Greenway	5			●

COASTLINE CONNECTION				
Get us to the water				
Ritchie St shared path	6	●	●	●
Create a waterfront experience				
Marine parade promenade	7	●		●

WELCOME HOME				
Support finer grain retail				
People-friendly Beswick/ Cains Terrace Laneways	8	●		●
Improve mobility in the centre				
Pedestrianised Stafford St	9		●	
Open street events	11			●
Stafford St MyWay	12		●	
Stafford St tile trial	13		●	

THE HEART WITHIN				
Enhance vibrant streets & open spaces				
Station St - one way trial	14			●
Pedestrianised Bay Hill Trial	15	●		



TARGETED TRIALS ON A MAP

Not all trials will proceed through to delivery. They will first be tested at a concept scoping and preliminary design phase. This will help us/council make an informed decision as to whether or not to proceed with the delivery of the trial or not. Through this process the trial programme will become more refined at each decision point.

Number on map
Overlap with exploratory trials
Potentially Streets for people funded
Event street activation
Tactical intervention

GREEN WEAVE					
Address State Highway barrier/crossings					
North St/Arthur St	1a/1b		●		
Bay Hill & Sefton St intersection	2		●		●
Pull green into the centre					
Strathallan St Greenway	3	●			●
Station St Greenway	4				●
George St Greenway	5				●
COASTLINE CONNECTION					
Get us to the water					
Ritchie St shared path	6	●	●		●
Create a waterfront experience					
Marine parade promenade	7	●			●
WELCOME HOME					
Support finer grain retail					
People-friendly Beswick/Cains Terrace Laneways	8	●		●	
Improve mobility in the centre					
Pedestrianised Stafford St	9			●	
Open street events	9a				●
Stafford St MyWay	9b			●	
Stafford St tile trial	9c			●	
THE HEART WITHIN					
Enhance vibrant streets & open spaces					
Station St - one way trial	14			●	
Pedestrianised Bay Hill Trial	15	●			



TARGETED TRIALS RATIONALE & PURPOSE

The targeted trials programme involves testing specific scenarios within the road corridor, looking at options for road space reallocation and the balance between space for vehicles and pedestrians to achieve the Outcomes and Key Moves set out in the Strategic Framework.

Green Weave

North St /Arthur St SH1 intersections

Purpose: To investigate safe and convenient ways for pedestrians and cyclists to cross State Highway One and continue their journey into town. As part of the Waka Kotahi 'Streets for People' application, the trial will investigate severance issues with turning arrows at North Street, and Arthur Street pedestrian crossing supporting Ara Institute.

Bay Hill / Sefton St intersection

Purpose: To investigate safe and convenient ways for pedestrians and cyclists to cross the Port Loop Road (SH78) and continue their journey into town from Bay Hill. As part of the Waka Kotahi 'Streets for People' application, the trial will look at reducing crossing distances for walking and cycling at the intersection.

People friendly Strathallan St Future Greenway Trial

Purpose: Exploring people's perceptions and experience of Strathallan Street as a future greenway—with trial spaces in the street for amenity, seating, urban play and gathering space, alongside wayfinding to maintain continuity of walking and cycling routes and connect the city to the original shoreline and identify alternative parking options.

People friendly Station St Future Greenway Trial

Purpose: Exploring people's perceptions and experience of Station Street as a future greenway—with trial spaces in the street for bike parking, awaiting public transport, seating and gathering space, alongside wayfinding to maintain continuity of walking and cycling routes and connect the city to the original shoreline and identify alternative parking options.

People friendly George St Future Greenway Trial

Purpose: Exploring people's perceptions and experience of George Street as a greenway—with trial spaces in the street for walking, bike parking, awaiting public transport, seating and gathering space, alongside wayfinding to maintain continuity of walking and cycling routes and connect the city to the original shoreline and identify alternative parking options.

Coastline Connection

Port Loop Road/Ritchie St shared path

Purpose: Investigating safe and convenient ways for pedestrians and cyclists to move between Caroline Bay / Marine Parade and the city centre via the original shoreline and Strathallan footbridge. As part of the Waka Kotahi 'Streets for People' application, the trial will investigate how a wider shared path can increase participation in walking and cycling, parking behaviours on the city periphery, and perceptions about alternative travel modes into the city.

Marine Parade promenade

Purpose: Investigating safe and convenient ways for pedestrians

and cyclists to move between Caroline Bay / Marine Parade and the city centre, the trial will investigate space available for walking, cycling and parking, preferred access points to the beach and Bay, and perceptions about alternative travel modes into the city. Coupled with exploratory seaside play trail activations.

Welcome Home

Pedestrianise Beswick St and Cains Terrace – laneway trial

Purpose: Testing 'shared space' ways to improve the amenity of pedestrian environments and increase footfall to support businesses, coupled with wayfinding to encourage mid-block walking routes and use of offstreet carparks. Taking and developing learnings from Codebreakers and other movement based exploratory trials.

Pedestrianise Stafford St trial

Purpose: Learning about barriers to reinforcing existing slow speed environment (30kph) and exploring other traffic calming measures that could assist with pedestrian safety and reduced accidents. Study business owner perceptions and parking for mobility impaired users. Leverage findings from exploratory trials utilising existing kerb 'build-outs' for activations.

Includes the following 'subsets' of the trial

- Stafford Street MyWay Trial - This is aiming to create an attractive, sheltered, well serviced seating area in the City Centre for pick-ups and drop-offs for the MyWay by Metro on demand transport service.
- Stafford Street tile trial - tackling the slippery tile issue head on – a paving surface review throughout the CBD to ensure it meets the needs of a changing community, and weighing up perceptions and investment priorities for CityTown.
- Open street event - may include short (couple of hours) open street events that allow people to experience the street without cars, or try an alternative route (e.g. The Terrace).

The Heart Within

Station Street One Way Trial and street activations

Purpose: Trialling a temporary one-way option for Station Street coupled with street activation (e.g. repeatable one day event) to learn about traffic flow/ circulation, public transport usage, and available urban spaces for people to dwell in the central city. Will build on and embed learnings from exploratory trials that consider preferences for urban activities, and learnings from this trial will inform the subsequent Station Street Future Greenway Trial.

Pedestrianise Bay Hill trial and street activations

Purpose: Trialling a temporary one-way OR shared space option for Bay Hill coupled with street activation (repeatable one day event) to learn about traffic flow/ circulation, and available urban spaces for people to dwell in the central city. Will build on and embed learnings from exploratory trials that consider preferences for urban activities, and learnings from this trial will inform the subsequent Bay Hill / Sefton St Intersection Trial.

COMMUNITY- LED PLACEMAKING

Tactical Engagement

As Concepts are developed for each or any one of the targeted Trials, directly affected stakeholders (eg neighbouring businesses, building owners) will be individually consulted and their ideas fed back into the design process. This input from those immediately on the spot on both the practical and perceived implications of each Trial is critical for us to make well informed decisions about which should progress (and when, where, how etc).

Any exploratory or targeted Trial that does progress will have clearly defined measures in place for monitoring and evaluation including appropriate feedback mechanisms. Other data points collected will be specific to each Trial but, taking the Strathallan Corner platform as an example, could include details around footfall or utilisation of a space (purpose, duration etc). This it to say that while we will consult “about” the Trials, the Trials are themselves a form of strategic and tactical engagement with our community.

For each Trial we will publish an evaluation report summarising the feedback received, any other data points collected, analysis, key insights and any interim conclusions or next steps.

Strategic engagement

The two stakeholder groups (the Development and Investment Group and the Community Advisory Group) will continue to meet quarterly as a single Advisory Group in order to continue to provide feedback over the course of the next few years as we trial, test and refine ideas for the Tactical Master Plan. Focus session workshops/ talk series will be planned for and facilitated by the various Timaru District Council workstream leads together with commercial and community champions to explore important catalysts such as earthquake prone buildings, heritage, residential etc.

Self-directed engagement

Anyone who is interested in Timaru CityTown can get involved and give feedback at any time via a range of channels including the website, the newsletter sign up, the direct e-mail or by appointment with members of the project team. Drop in sessions will also be offered at 184 Stafford St during key project stages

