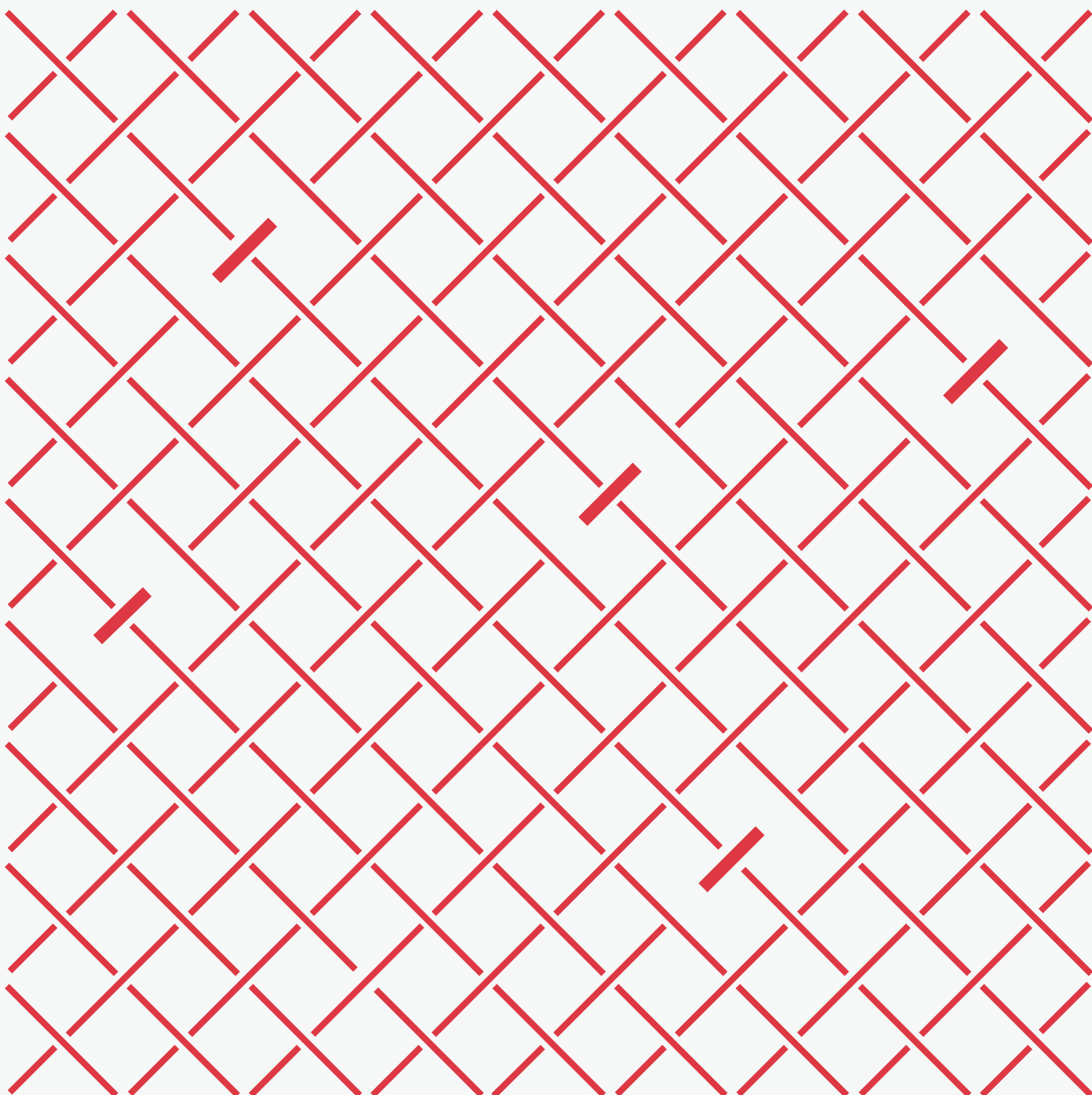


TIMARU CITYTOWN

Timaru
District Council
2022

STRATEGIC FRAMEWORK



ACKNOWLEDGMENTS

The Timaru CityTown Strategic Framework has been developed by the CityHub Project team (Timaru District Council together with Isthmus Group and support from 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.

Authors:
Timaru District Council
Isthmus Group

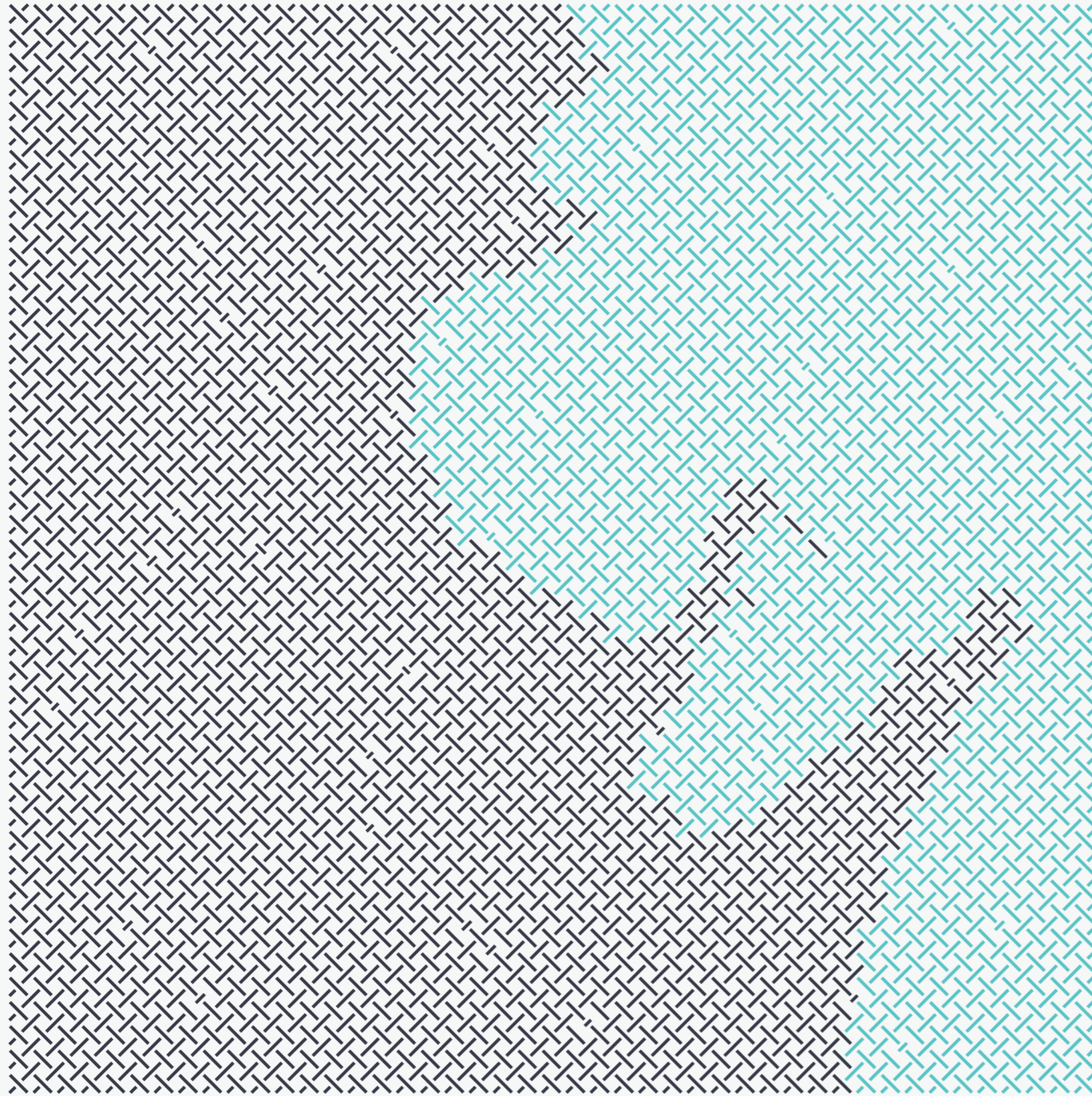
Document record
100% Draft

June 2022

CONTENTS

01	Overview	5
	Kaupapa	7
	Document purpose	8
	Document Structure	8
	Problem Statement	9
	Developing the Strategic Framework	10
	Vision	13
	Strategy on a page	14
02	Context	17
	Ti-maru a place of shelter	18
	Setting the scene	20
03	Outcomes	29
	Themes & Outcomes	30
	Natural environment – Taiao	30
	Identity – Tuakiri	40
	Mobility – Āheitanga	50
	Economy – Ōhanga	60
	Living – Kaiao	70
	Opportunities and challenges	80
04	Key moves	87
	Outcomes summary	88
	Key Moves overview	90
	Green Weave – Te raranga a Tane	94
	Coastline Connection – Ārai te Uru	102
	Welcome Home – Hoki Mai	110
	The Heart Within – Te Ngākau a Iwi	118
05	Next steps	127
	The Tactical Master Plan	128
	Testing	130
	Exploratory trials	132
	Tactical trials	136
	Delivery tactics	142
	Community-led placemaking	150
06	Appendix	153
	City and town comparisons	154
	Measures templates	164
	Workshop summaries	176





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.

DOCUMENT PURPOSE

This CityTown Strategic Framework builds on Timaru's origins as a place of shelter – a coastal nook, and a landing place for people. Te Hokinga ki te Ngākau – return to the heart – embodies the intent of the CityTown Strategy which looks 30-50 years into the future, identifying the shared purpose and aspirations to regenerate a vibrant and thriving heart made possible by a healthy environment and community. This Strategic Framework has been created to guide the Urban Master Plan and all other public and private components of the 10 year CityTown Investment Programme that will unlock new opportunities for the centre.

As a significant council-enabling initiative, it will guide Timaru District Council, mana whenua, key stakeholders and the wider community to regenerate Timaru's centre to meet the diverse needs of existing and future residents. All actions along this journey must be in service of attracting 'urban pioneers' to enjoy the unique lifestyle Timaru has to offer and of sustainably restarting the heart of Timaru.

DOCUMENT STRUCTURE

Through a robust and iterative research, engagement and co-design process we have evolved 5 Outcomes driving 4 Key Moves. These set the scene for the evolution of the Tactical Master Plan through the implementation and analysis of a suite of trials and community engagement activities to refine the delivery tactics and priorities that will best realise our shared vision within a 10-15 year investment window. This section is followed by:

Context – Setting the geographical and historical scene of Timaru.

Themes and Outcomes – Moving from current state analysis themes to future state outcomes and tools for measuring progress, these place the urban centre aspirations within the context of the wider district and holistic growth goals under 5 themes of Healthy, Loved, Mobile, Everyday and Dynamic Timaru.

Key moves – This section incorporates the spatial analysis into ideas for concrete actions organised under 4 Key Moves being: Green Weave, Coastline Connection, Welcome Home, and The Heart Within.

Next Steps – This section identifies a programme of potential trials that will enable our wider community to understand and shape the ongoing design and prioritisation process through the Tactical Master Plan. The delivery tactics and scenarios illustrate the various ways in which concrete ideas may be prioritised, combined and implemented within the 10 year investment provided for by the Long Term Plan and Council's enabling role.

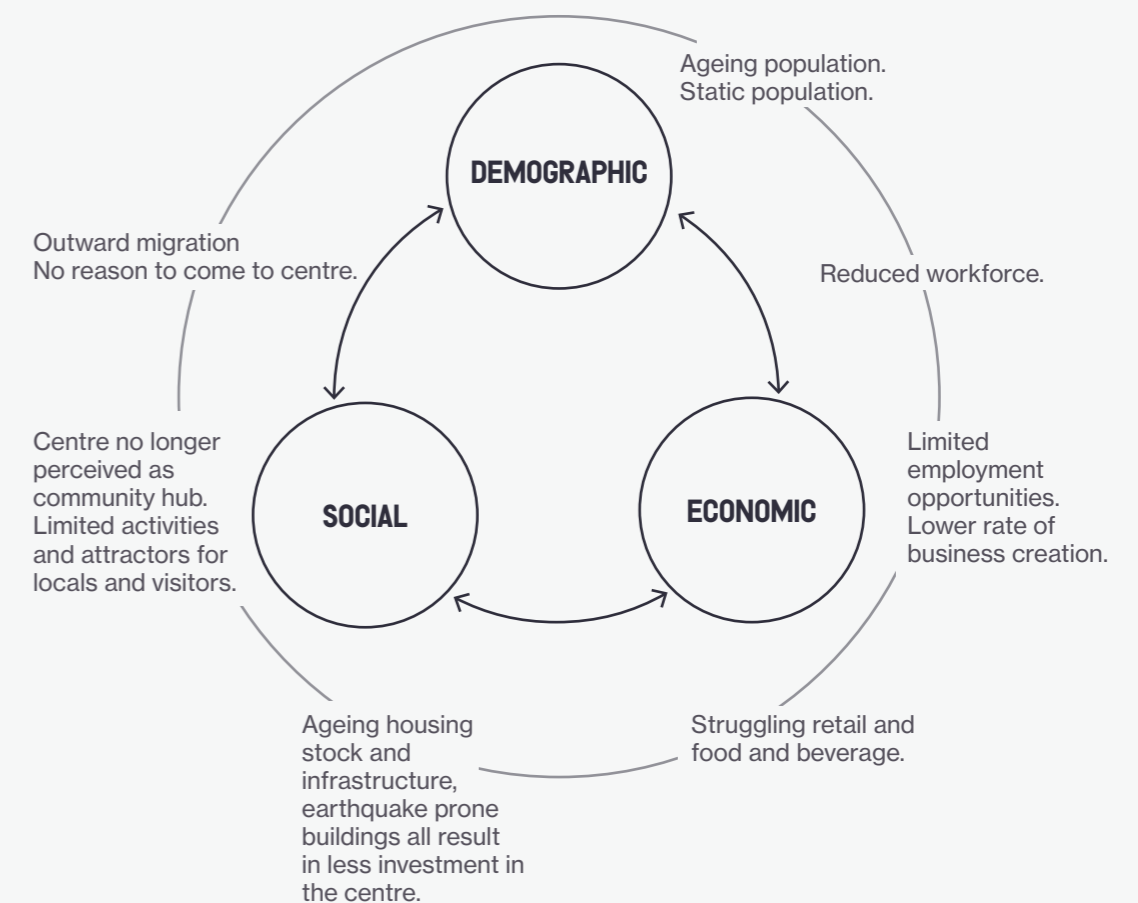
Appendices – The appendices includes case study comparisons and a summary of the Strategic Framework workshop series that informed this body of work.

PROBLEM STATEMENT

Like other similar scaled Aotearoa coastal towns, Timaru centre is declining. Demographic, economic and social changes have combined to create an urban decline circle that fundamentally detracts from Timaru's vibrancy and sense of place. To bring people and vitality back to the centre of Timaru, we need to recreate a place people want to be and invest in. We want our CityTown to be a desirable home for residents, a thriving and innovative place to do business and a destination people of all ages want to experience.

To address this, we need more people living and working in the centre: more people to support local shops, more people to attend events, more people to walk down the streets and sit at cafes, more people enlivening the vacant buildings with new creative energy. A significant increase in urban population is needed so that Timaru can sustain its vitality and look after its growing ageing population.

The CityTown Strategy must develop a strong pull factor to attract the 'urban pioneers' that will restart the heart of Timaru. All actions must be in service of filling the centre with people, be they locals, returning Timaruvians or new residents attracted to the unique lifestyle.



DEVELOPING THE STRATEGIC FRAMEWORK

- *
2006-2020
 • 2006 Active travel strategy
 • 2015 Retail assessment report
 • 2016 Town centre study
 • 2017 CBD Summit outcomes report
 • 2017 Timaru Growth strategy
 • 2020 NPS-UD
2021
 • 2021 Draft district plan
 • Timaru DC City Hub resident perceptions survey
 • Beca City Hub Stakeholder report
 • Long term plan
 • Abley parking strategy
 • September Venture Timaru report (destination management strategy)
2022
 • Cultural framework

Background research and contributing work*

The Strategic Framework has leaned on a wide range of existing research and strategic documents. They have been referenced throughout this document and key findings/synthesises of these bodies of work have been used to piece together the current state analysis of each theme and the future trends.

Engagement strategy

To realise Council's aspiration to "enable" urban regeneration in the heart of Timaru, a local Community Advisory Group and Development and Investment Group were established to help review, refine and define the strategic ambitions for our Timaru CityTown Strategy. Both groups contributed to a series of four design workshops looking at current state, future state, shared purpose and role & influence. The two groups helped set out the Vision and informed the Strategic Framework underpinning the Tactical Master Plan. They will continue to provide feedback over the course of the next few years as we begin to trial, test and refine ideas.

Cultural narrative

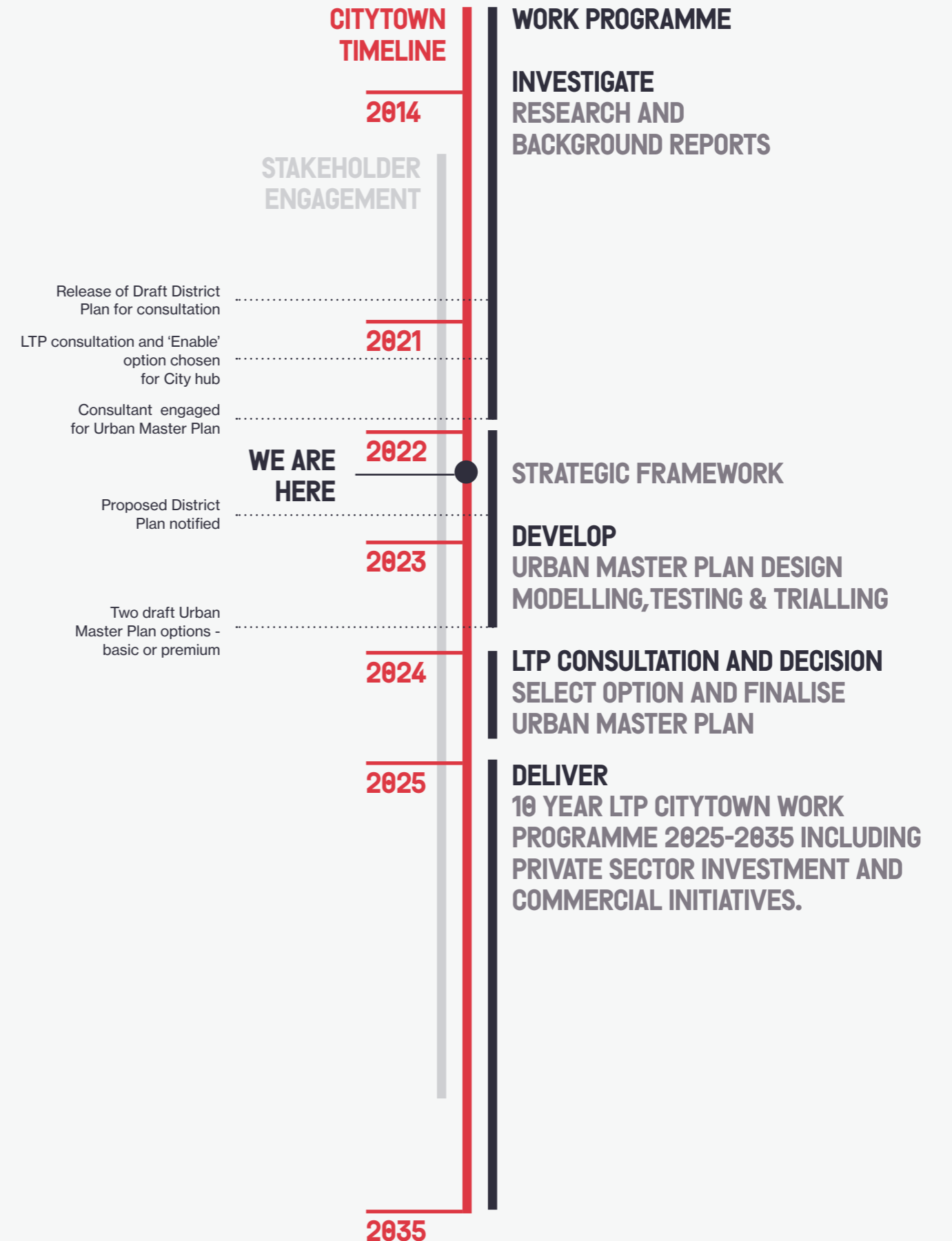
Te Rūnanga o Arowhenua have contributed to the formation of this Strategic Framework, providing a cultural narrative around Te Whāriki through regular kōrero and review of content alongside the CityTown project brand. Through these kōrero the name Te Hokinga ki te Ngākau – Return to the Heart – was gifted for the project. It speaks to turangawaewae – a place to stand, a welcoming urban heart to return to, and an emotive pull toward the centre. It will guide the intention for all aspects of the project embodying our motivation to bring people back into the urban centre of Timaru.

Project brand

The project brand builds on Te Hokinga ki te Ngākau and leverages Timaru's positive attributes of both a city and a town – a CityTown destined to be a great place to live, work and play. Some still refer to it as a City, and Timaru punches above its weight in what it can offer, and aspires to be. Yet, Timaru behaves like a town: in the relationships people have with each other, in its connection to the region and natural assets, and in the language people use to talk about it. Timaru is a CityTown – a realisation worth celebrating. At a time when climate change is top of the agenda, growth shouldn't necessarily mean more, or bigger, but instead a sustainable growth at the heart.

A tactical approach

A tactical approach will be used to explore and evolve ideas over the next few years. This will help create the mood for change as well as test specific ideas before committing funding to any big-ticket item. This ensures ideas are functional, attractive, and well utilised by our communities both now and in the future, and that funds are prioritised in the areas that will have the greatest impact.



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

VISION

Our vision is driven by the ambition Te Hokinga ki te Ngākau - a return to the heart. The centre beats stronger with an inward flow of people, embracing the origins of Timaru as a place of shelter and respite at the convergence of pathways. Concentrating and holding energy at the heart will nurture new beginnings and regenerate a thriving home for new and existing residents. The end goal isn't an output but rather an outcome that is meaningful and exciting for all, which can continue to adapt and evolve over the coming years.

Reigniting growth at the heart stems from partnerships and connections – it starts with the people. And paired with a 'doing' approach, can truly unlock a dynamic future for Timaru.

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

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 the 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; 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.

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.

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

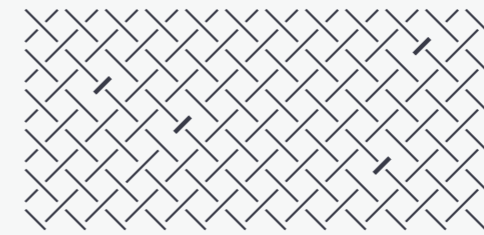
Ideas are aspirational and will be refined and prioritised through trials and stakeholder engagement over the next few years. They are intended to spark conversation around priorities including both 'Quick wins' and catalysing projects to help us visualise big changes. Once refined, some of these ideas 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.

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

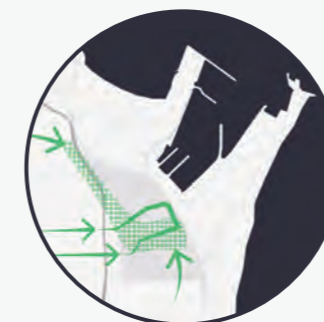


Dynamic Timaru.
Ōhanga taineke. Resilient local economy

EXPLORATORY TRIALS



KEY MOVES

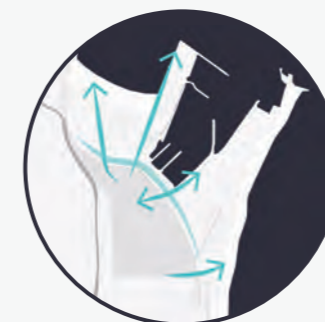


GREEN WEAVE
TE RARANGA A TANE
Embrace the centre with greenways

IDEAS



TARGETED TRIALS

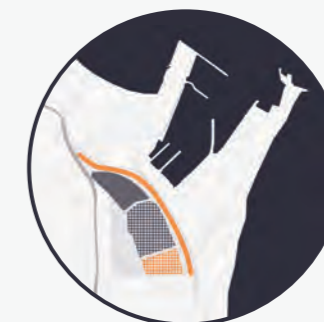


COASTAL CONNECTION
ĀRAI TE URU
Link to the water's edge and original shoreline

IDEAS



TARGETED TRIALS



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

IDEAS



TARGETED TRIALS



THE HEART WITHIN
TE NGĀKAU A IWI
Cultivate a cultural core

IDEAS



TARGETED TRIALS

02

CONTEXT

TI-MARU A PLACE OF SHELTER

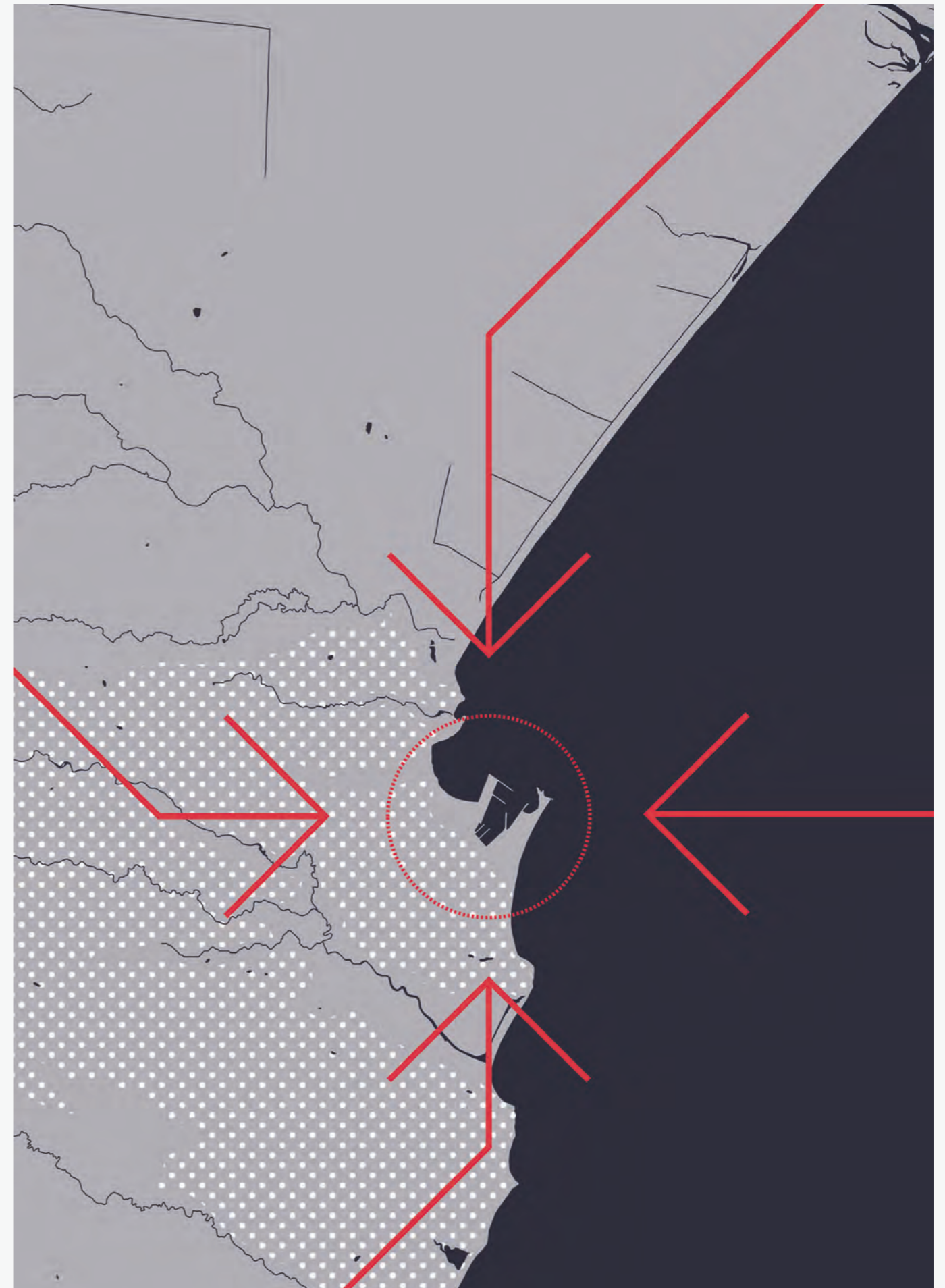
Timaru was a place of shelter for whānau passing through.

Although the Huirapa hapū (principle hapū in South Canterbury) had gardens and kāika surrounding the Stafford/ Caroline Bay area, Te Waiateruaiti was the principle pā in South Canterbury at the time of the signing of the Treaty of Waitangi. This would be the case until Kemp's Purchase and the Huirapa people then moved to the Waipopo and Arowhenua reserves which until then were some of the gardens of the Huirapa people.

Te Rūnanga o Arowhenua boundary starts at the Rakaia and goes south to the Waitaki and into the Mackenzie district. From the Pareora down to the Waitaki and into the Mackenzie it is shared with Te Rūnanga o Waihao & Moeraki share the Waitaki Valley with Waihao & Arowhenua.

Arowhenua whakapapa states that there are five Iwi that make up mana whenua today. Waitaha, Rapuwai, Hawea, Ngāti Mamoe & Kāi Tahu. Under the Te Rūnanga o Ngāi Tahu Settlement Act, these Iwi are referred to as Ngāi Tahu Whānau whānui.*

*Text sourced from Te Rūnanga o Arowhenua, upoko Tewera King, draft cultural narrative.

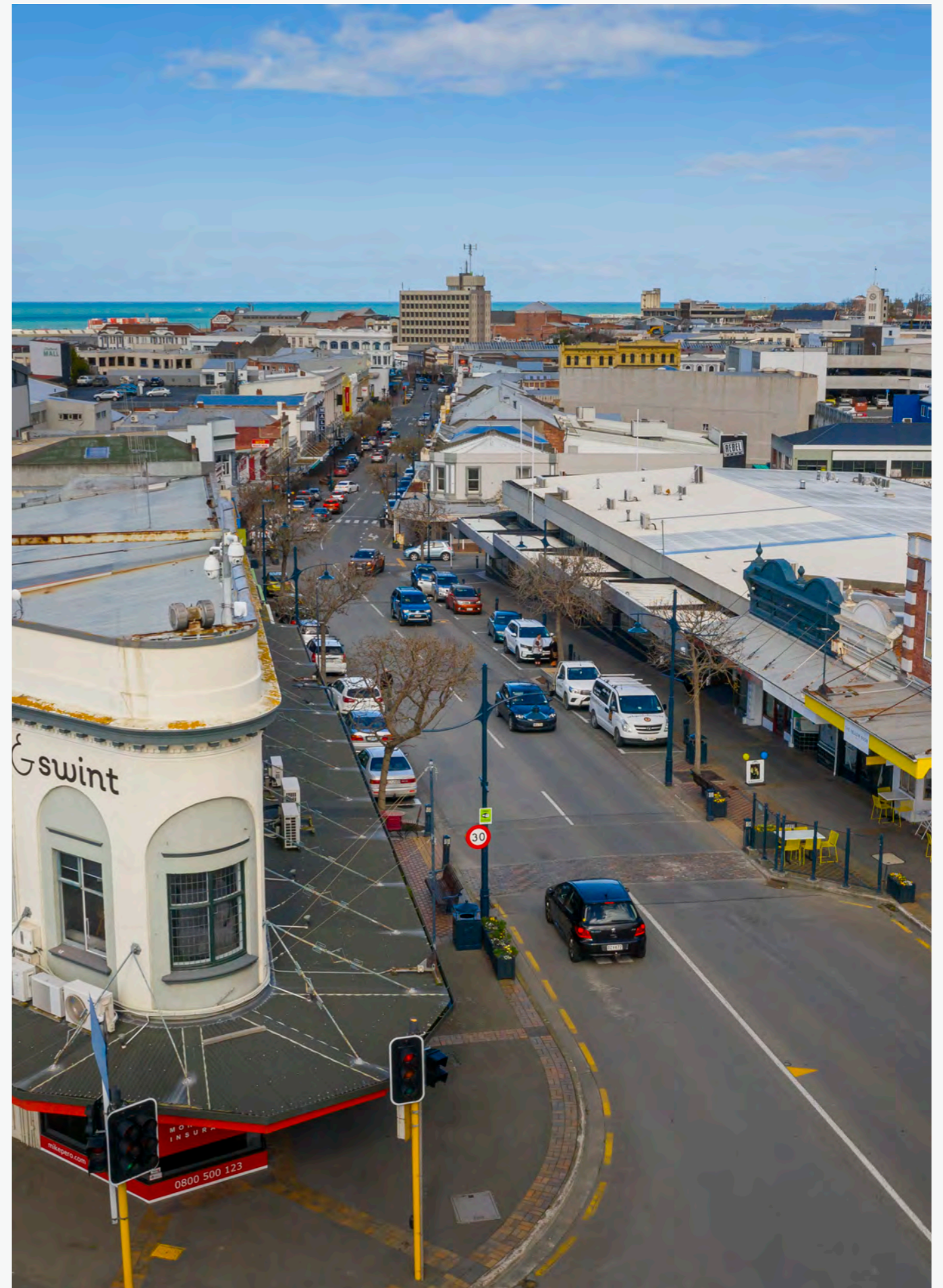


SETTING THE SCENE

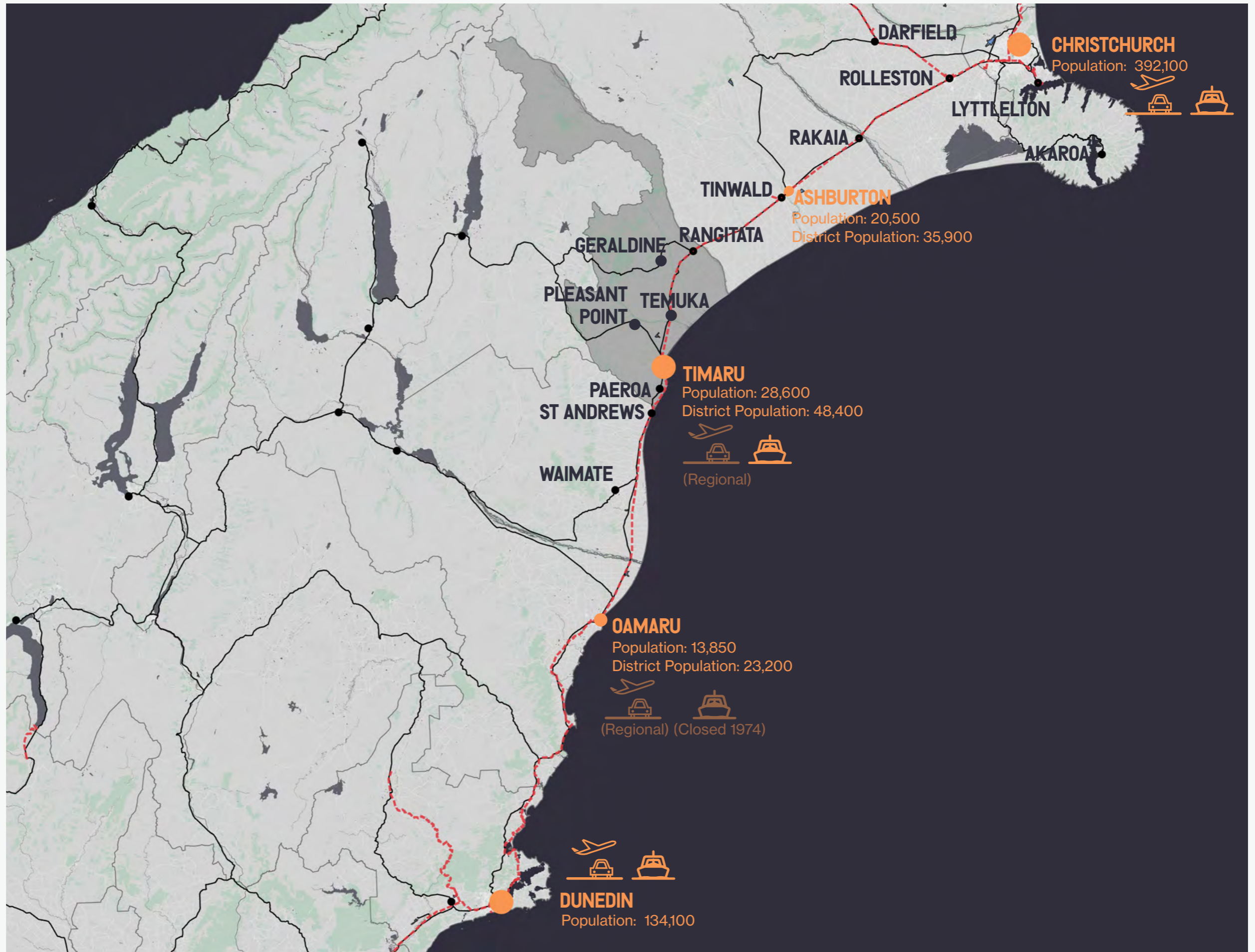
Timaru exists because of its unique underlying geology. A safe place on a smooth exposed coastline created by a natural reef. Timaru CityTown is an ongoing conversation, a play on words between the aspiration to grow and to remain the same familiar and friendly place it has always been. Seaside cities like Nelson, Napier and New Plymouth show the potential of connecting with the waterfront, however all these places face the challenge of evolving and regenerating toward a more viable future.









Timaru is at the midpoint on State Highway One between the two main cities of Christchurch and Dunedin, and the townships of Ashburton and Oamaru. It shares a similar port and rail history to most of these places with passenger rail being replaced by rail freight moving between Invercargill and Lyttelton, and fishing vessels, yacht clubs and cruise ships gaining access to the waters edge via industrial port land. Its centre population is comparable to the South Island towns of Blenheim, Rolleston and Ashburton, however it services a large district-wide population and rural hinterland connecting mountains to sea with strong agriculture, manufacturing and primary industries. Unlike the nearby towns of Geraldine and Oamaru it is not on the main tourist route, and relies on 'hero destination events' to attract visitors. However like Oamaru, its heritage buildings could have more pull factor with adaptive reuse.

Timaru's urban boundary has held its shape due to static growth, but is being challenged by development of the Showgrounds site and Washdyke industrial area to the north. Severance issues caused by the State Highway, working port, changing coastline and cliff edge lead to a unique set of parameters for Timaru to navigate in order to plug back into its surrounding residential and landscape context. Addressing these factors will encourage people to return to the heart.

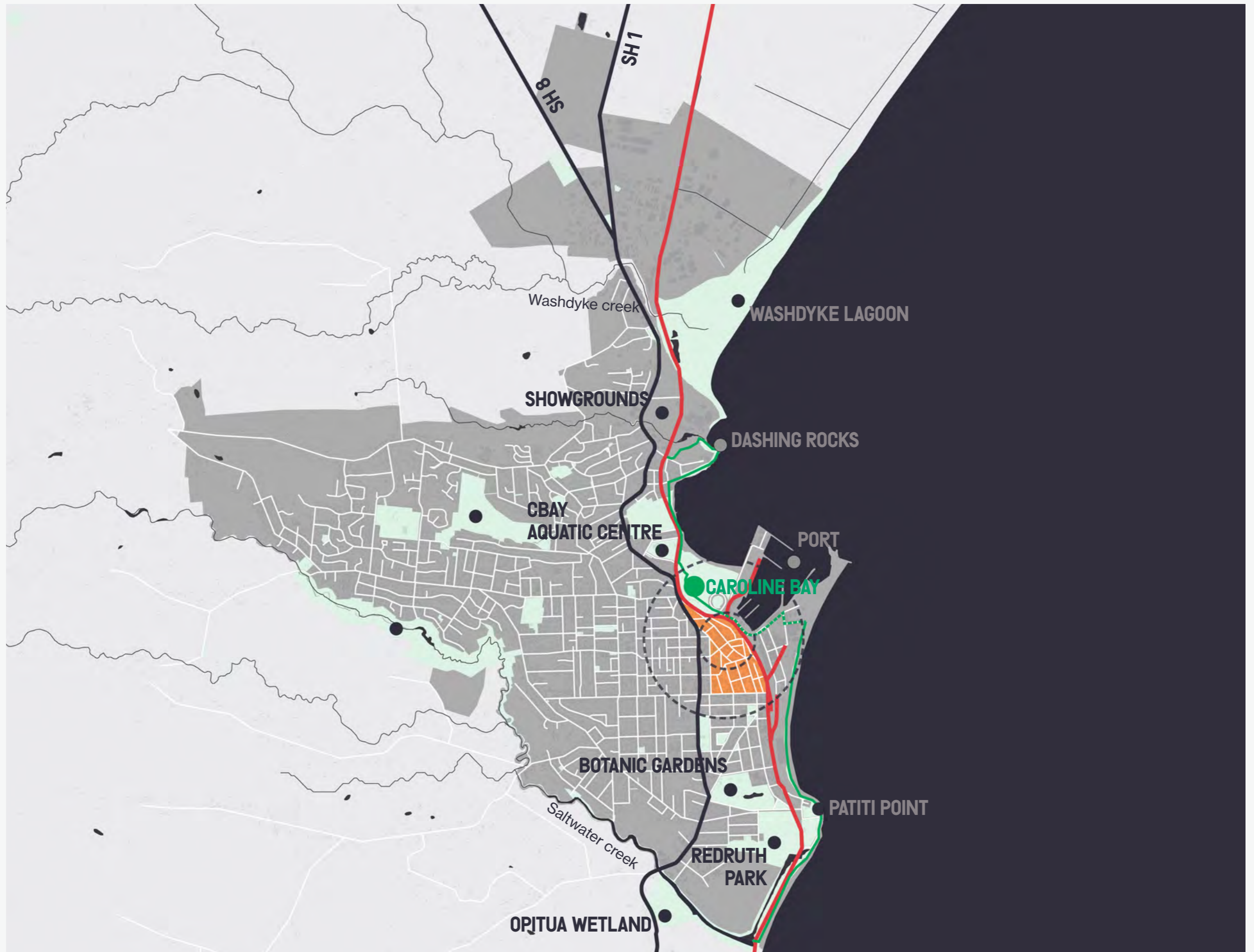







REGIONAL



-  Port & Cruise Ships
-  Airport
-  Railway
-  Highway
-  Key coastal towns/cities
-  Other towns/cities
-  Timaru District Boundary
-  Green spaces

CITY WIDE



-  10 / 5 Minute walk
-  Railway
-  Highway
-  Centre
-  Timaru Council Boundary
-  Caroline Bay
-  Green spaces

TIMARU CENTRE





NATURAL ENVIRONMENT TAIAO



Caroline Bay, 1945

Alignment with UN Sustainable Development Goals

- 7. Affordable and clean energy
- 13. Climate action
- 14. Life below water
- 15. Life on land

Alignment with TDC

Long Term Plan 21-31

Community Essential Outcomes

- Enhanced lifestyle
- Sustainable environment

Timaru is blessed by its natural setting positioned between mountains and sea, with easy proximity to both. It is a place valued through time for its natural shelter and deep water on an exposed coastline.

Our first theme looks at our outstanding natural landscape and its role in shaping both our centre and its people. Over time, transformation of the natural ecosystems in and around Timaru (the reclamation of the shoreline for example) brought key economic benefits while also disconnecting people from the natural environment.

Increasing biodiversity, reducing environmental pollution and creating opportunities for people to engage with healthy and thriving ecosystems in and around our centre will ultimately support the health and wellbeing of our people. It will also increase our resilience towards climate change and natural hazards such as sea level rise and coastal erosion. Regenerating our natural environment must therefore underpin the regeneration of the heart of Timaru.

CONTEXT

Landscape identity

Mountain to sea, and everything in between. The South Canterbury landscape where Timaru sits was once a giant wetland, a rich and abundant habitat for wildlife. Braided rivers emptied into coastal lagoons or hāpua – historically significant sources of mahinga kai and kaimoana. A natural reef was formed by the Mt Horrible lava flow, which gives the centre its unique topography, street pattern, and bluestone cut for buildings in the heart. The stream gullies that used to form low points providing access from the sea are now invisible under the centre; some ran where Strathallan Street and George Street are now located. The centre is inextricably linked to its wider landscape with the coastline to the east and the prominent South Canterbury foothill range to the west.

References

1. Timaru Coastal Erosion Assessment, Jacobs, 2020

Relationship with the sea

Timaru grew from the shore. Over the years fundamental transformation of the shoreline has changed the relationship of the centre with the sea. The construction of the port breakwaters in the late 1880s resulted in the creation of Caroline Bay as we know it today, as a reserve and a beach. Through the accumulation of sediment, the water is pushed further and further away. Caroline Bay will continue to grow (up to 130m over the next 50 years¹ in essence moving the opportunity to engage with the water further away from the centre.

Away from Caroline Bay however, the relationship between sea and centre is largely non-existent with most of the Port area largely off limits to the public beyond the Main South Train Line / SH78 (Port Loop Road). Infrastructure such as wharves, jetties slipways and ramps previously providing public access to the water for boating and recreational fishing have aged and become unsafe, with plans to remove and replace some of them.

Another focus for the centre is its response to sea level rise and coastal erosion. Conversely, the Port and the whole reclaimed area below the original shoreline is at risk of inundation on storm tides. This will have clear direct economic impacts and needs to be factored into current thinking including water sensitive design of the public realm and the design of new buildings in areas of risk.



PREMIER PARKS
CAROLINE BAY TO THE NORTH
& BOTANIC GARDENS TO THE SOUTH



LUSH LAGOONS
3 HISTORICAL LAGOONS
VALUED FOR MAHINGA KAI



STREAMS BENEATH THE STREETS
2 STREAMS RUN BELOW
TIMARU'S CENTRE



NICE NOR' EASTER
30% OF SWELLS AND WINDS
COME FROM THE NORTH EAST



SHIFTING SANDS
CAROLINE BAY IS 210 HECTARES Approx.
130 METRES OF SEAWARD GROWTH IS
EXPECTED OVER THE NEXT 50 YEARS



PENGUIN POWER
ABOUT 160 KORORĀ LIVING AROUND
CAROLINE BAY AND THE PORT AREA



**2 MILLION
YEARS AGO
LAVA FLOW FROM
MT HORRIBLE**

**FROM 15TH CENTURY
FIRST HUMAN
SETTLEMENTS**

**1878-1906
CONSTRUCTION OF
PORT BREAKWATERS**

**1906
CAROLINE BAY
AS A RECREATION
RESERVE**

**2021
DOC JOBS FOR
NATURE FUNDING
GRANTED TO
AROWHENUA
FOR NGĀ AWA
& NURSERY**

**2022
OPENING OF
ECO-CENTRE
AT REDRUTH**

2. Hub Residents
Perception Survey,
2021

Parks and open spaces

Caroline Bay is a considerable green asset for Timaru, highly valued by residents and attractive for visitors, in particular for the beach and the boardwalk². Caroline Bay – which is severed from the centre by the Port Loop Road, represents however almost the full extent of the green space in the heart of Timaru. Other small green open spaces are mostly disconnected and less convenient or attracting for people to access and inhabit being surrounded by vehicles and providing limited shelter or amenity. In this context there can be considered to be a deficit of green open space available to workers, residents and visitors in the centre.

The TDC Parks Strategy 2012 to 2022 emphasises a comparatively low provision of park land for the wider district, but a comparatively high provision of Premier Parks (Caroline Bay and the Botanic Gardens) for the size of the centre. It identifies that the best option for urban areas to enhance the natural environment are ecological linkages that provide for habitat values, and walking and biking for which there is growing demand.

Biodiversity.

Biodiversity is underrepresented in the centre, and in particular native species. This is highlighted by ‘more greenery’ being the third most important change to the look and feel of the heart of Timaru our residents would like to see².

Southern blue penguins – kororā – are well established along the shoreline of Timaru. The nesting sites along Marine Parade are well known to locals and a drawcard for tourists. Penguins however are sensitive to human disturbance and particularly vulnerable to dogs.

Emissions

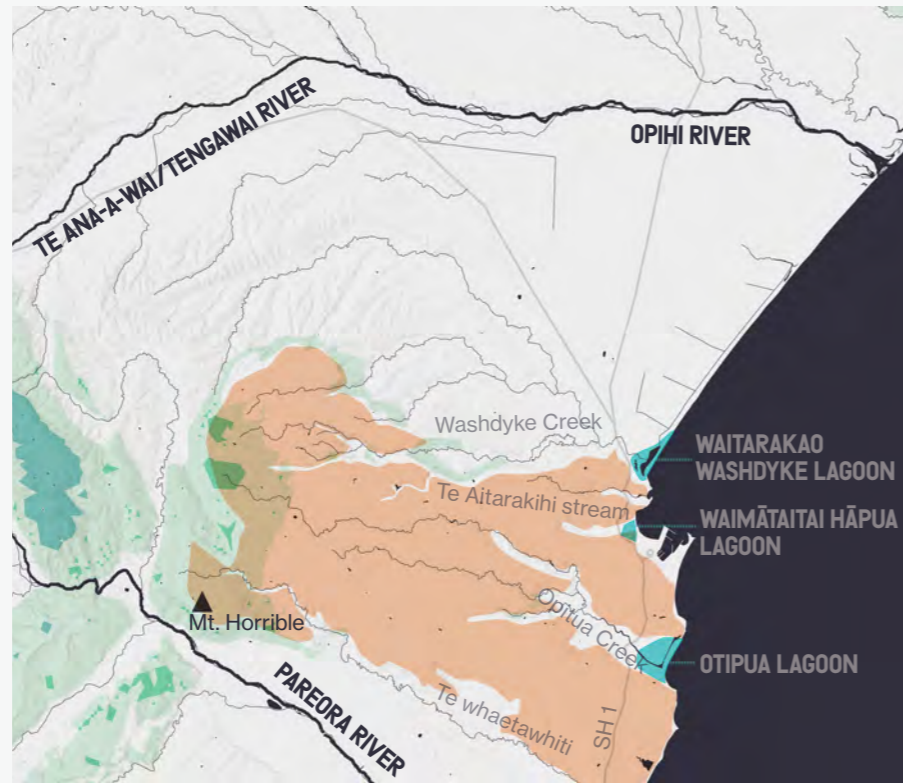
Timaru District’s prosperity has been built on primary industries, most notably its agricultural heritage. However, this has led to the region being a relatively high contributor to national greenhouse gas emissions (11% of the total).

A shift appears to be taking place in terms of local action on environmental matters with, for example, Timaru District Council committing to developing a Climate Change Strategy, the establishment of the Sustainable South Canterbury Trust based in Timaru and a new Ecocentre opening at Redruth. At present however there is little evidence of this growing awareness leading to structural changes towards a low emissions economy or consideration of how the centre might contribute.



LANDSCAPE HISTORY

- Rivers
- Historic lagoons
- Historic lava flow (basalt formation)
- Matai-Totara-Kahikitea-Rimu
- Halls Totara Broadleaf
- Matai-Kahikitea-Totara



TOPOGRAPHY & LAND FORMATION

- View to port
- View toward Timaru centre
- View to Caroline Bay and mountains
- 360° view
- 10 / 5 Minute walk
- Valley
- Historical stream
- 1887 shoreline
- Shoreline history
- Frequent wind tunnels
- Terraces
- Shaded side of the street



ECOLOGICAL CORRIDORS/ IMPORTANT HABITATS FOR BIODIVERSITY

- Penguin habitat
- 10 / 5 Minute walk
- Waterways
- Coastal edge
- Ecological corridors
- Premier parks
- Historic lagoons
- Railway



GREEN SPACES, RESERVES & WATERWAYS

- 10 / 5 Minute walk
- 1887 Original Shoreline
- Historical stream
- Historic lagoon
- Penguin reserve areas
- American ash trees
- Significant trees



OUTCOMES & MEASURES



Healthy Timaru Te taiao hei whakamaru

A regenerated natural environment supported by our role as kaitiaki.

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 acknowledgement of the current state of Timaru and the aspirations of our people for the future.

Measures.

Measures highlight the elements we need to track to progress towards achieving the Outcomes. Measures can be qualitative and/or quantitative; they support our evidence-based approach. Associated targets will be determined every 5-years through the process of developing the Tactical Master Plan. Depending on measures, data capture should happen on an annual or biennial basis to follow best practice.

Bring the health of the natural environment to the forefront of the Timaru 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 rely on sustainability, regeneration and mātauranga māori principles to guide the transformation of our centre for all living beings, present and future, to enjoy.

Objective 1: Regenerate our natural environment.

Measures:

- Number of native trees/plants in the city
- Air quality in designated areas
- Noise levels
- Greenhouse gas emissions
- Quality and performance of stormwater infrastructure

Objective 2: Adopt sustainable practices to reduce environmental impact.

Measures:

- Number of e-charging stations
- Share or renewable energies
- Waste and recycling targets
- Number of buildings with Greenstar/Homestar or equivalent certification

Objective 3: Raise climate and environmental awareness.

Measures:

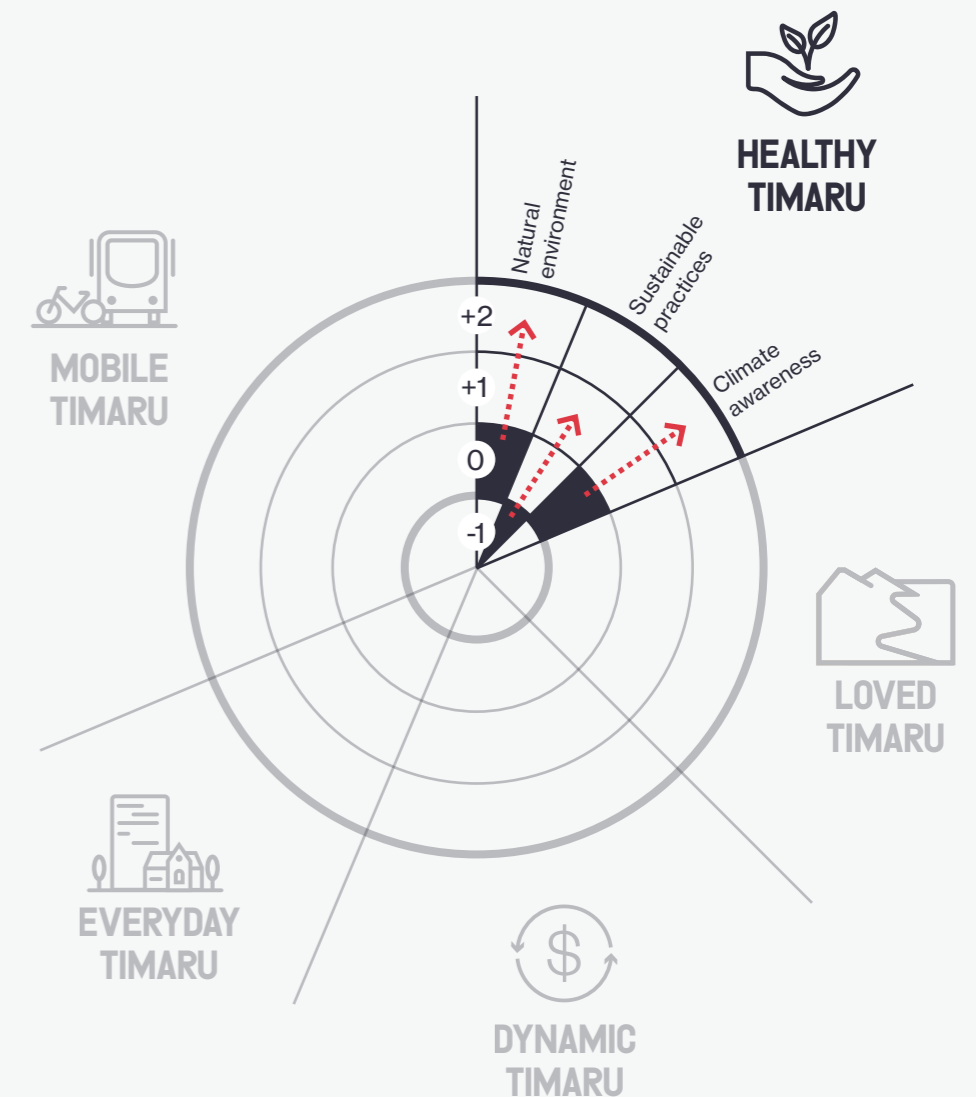
- Climate and eco oriented events
- Ethical and eco consumerism

Score

- 1 Less than acceptable
- 0 Acceptable
- +1 Better than acceptable
- +2 Exemplary

Where we are and where we need to go.

Although Timaru has an outstanding landscape setting, our centre is currently disconnected from it with very little native flora and fauna present in our streets and open spaces. The centre also needs to reflect a wider environmental commitment and spearhead the transition to a low emission economy. Our built environment must transition in a way that reduces greenhouse gas emissions, improves levels of energy efficiency and sustainable energy generation so that it becomes far greener and biodiversity rich whilst offering greater protection against natural hazards.



IDENTITY TUAKIRI



Caroline Bay, 1909

Alignment with UN Sustainable Development Goals

- 5. Gender equality
- 10. Reduce inequalities
- 11. Sustainable cities and communities
- 16. Peace, justice and strong institutions
- 17. Partnerships for the goals

Alignment with TDC Long Term Plan 21-31 Community Essential Outcomes

- Connected citizens
- Enhanced lifestyle

Timaru's story emerged from the sheltered landing place at the seaward end of Strathallan Street. A low point or valley amongst coastal cliffs where waka and seafaring vessels came ashore and the first buildings were constructed. Stories and presence of tangata whenua are currently invisible in the city centre, but given their importance in Timaru's role as a 'place of shelter', these should become more visible in the coming years.

Timaru is well known for its 'top 10' swimming beach at Caroline Bay, as a destination for hero events such as the Carnival and Rock and Hop Festival, its busy port and the can-do attitude of Timaruvians.

We are generous and welcoming people and have an increasingly diverse/multicultural community. Timaru can celebrate its proud and active community. Timaru's historic brick and bluestone buildings are also a differentiating factor. Enabling the assessment and repair of earthquake prone buildings is a priority to address vacancies and protect the identity of our CityTown.

CONTEXT

Cultural identity

Te Rūnanga o Arowhenua are intrinsically connected to Timaru District through whakapapa, and a sustained connection to land and water. Ngāi Tahu have a presence in the centre through Te Ana Māori Rock Art museum and tours, offering a unique cultural experience of the wider district and ancestral seasonal journeys. However, the natural shoreline, lagoons and mahinga kai that supported seasonal gathering and kāika have been lost over time due to Pākehā settlements and subsequent urbanisation. The expression of Māori values, place names and story-telling to reconcile the impact of colonisation on the landscape and to secure a greater living presence for mana whenua is paramount to Timaru's cultural future. This is reliant on relationship building and ongoing partnership

Landscape and built heritage

Timaru is inextricably linked to its wider landscape and geology. The reef was formed by Mt Horrible's lava flow, giving the centre its unique topography, street pattern, and bluestone materiality upon which characterful buildings were built. The original Landing Place - 'Cains Landing' was at the seaward end of Strathallan Street, a shingle beach sheltered by the natural reef, with a gully providing access to the growing town atop coastal cliffs.

The distinctive streets and industrial edges of Timaru are defined by the presence of fine Victorian and Edwardian heritage buildings imbuing a sense of place and in turn economic value. This unique architecture is a result of the 'great fire' in 1869 which destroyed 39 wooden buildings on Stafford Street, rebuilt using bricks and stone. Within Timaru's Commercial 1 Zone there are 30 heritage buildings. However, there is a real threat to these character buildings due to the cost of earthquake strengthening. If capitalised upon, they could create economic benefits. For instance, the Landing Services Building, saved from demolition in the 1980s, has been restored and is currently operating as a mixed-use space – a productive reuse of a previously underutilised building.

Events and underlying pull factors

Timaru hosts a full calendar of seasonal and annual events from the weekly Saturday morning Artisan Farmers Market and the annual Matariki light festival to a range of happenings in Caroline Bay including the Rock and Hop festival, Rose Festival, Timaru Gypsy Fair and Summer Carnival (now in its 112th-year) to name just a few.



HERITAGE PROUD
30 HERITAGE BUILDINGS
IN THE CENTRE

Four of which are Category 1, as listed in the district plan.



46% OF TIMARUVIANS SUGGEST THE MOST IMPORTANT THING TO PROTECT IN THE CENTRE ARE HISTORICAL BUILDINGS



DIVERSE COMMUNITY
34% OF PEOPLE IN TIMARU'S CENTRE ARE NON-EUROPEAN
21.4% ARE MAORI AND PACIFIC



MAIN MAHI
18% OF TIMARU'S TOTAL GDP IS FROM AGRICULTURE, FORESTRY AND FISHING

From Timaru district annual performance



SHAKE IT OFF
138 EARTHQUAKE PRONE BUILDINGS IN THE CENTRE



**FROM 15TH CENTURY
MĀORI OCCUPATION**

**1839
WHALING STATION**

**1840
TE TIRITI O WAITANGI**

**1877
THEATRE ROYAL OPENS**

**1958
AIGANTIGHE ART
GALLERY ESTABLISHED**

**1906
BREAKWATERS
COMPLETED**

**1911
FIRST CARNIVAL**

**1948
TIMARU BECOMES
A CITY**

**2011
TE ANA NGĀI TAHU
MĀORI ROCK
ART CENTRE**

Timaru is home to permanent attractions such as the Te Ana Māori Rock Art Centre, the South Canterbury Museum and the Aigantighe Art Gallery. These paired with the Art and Design centre at Ara, the public sculpture and street art self-guided trails and a number of independent theatre clubs, galleries and art collectives contribute to the thriving yet 'hidden away' art and theatre scene in Timaru. These will hopefully be bolstered by the relocation and redevelopment the South Canterbury Museum to sit alongside the existing Theatre Royal. The combined space will include a new exhibition area, atrium and museum alongside performance spaces. If executed properly it would support existing local artists, musicians and creatives as well as act as a catalyst for new creative enterprises.

Pride and local attitude

Growing, extracting, harvesting, processing and manufacturing are the backbone of the Timaru District- thus anchoring the identity of Timaru to land and sea through agriculture, fishing, food and textiles, represented in the centre by the active Port. However there remains an apparent disconnect between rural and urban areas, and between Timaru's centre and sea, which means there is no obvious producer - consumer relationship or local experience of Timaru's abundance and self-reliance when it comes to agriculture, primary industries and fishing. The trade and apprenticeship courses offered at ARA suggest a practical and proactive approach supported by ITOs. This is reflected in Timaruvians being known as self-reliant "quiet innovators" and do-ers building local assets, opportunities and annual events. While temporary events and gatherings promoted by Venture Timaru and the CBD Group see a lot of participation and energy, there is a low rate of participation in everyday urban life in the centre - particularly after hours and on weekends.

Multi-cultural and diverse

Timaru's communities are increasingly diverse, with one in five residents in the centre born overseas compared to just over one in ten on average district-wide. There is a connection as the proportion of European residents decreases from more than 90% in the district to just under 80% in the centre, meaning a higher proportion of Māori, Pacifica and Asian residents in the centre.

People are generous and support each other with a genuine desire to help people succeed in life and share prosperity. This is reflected in the range of community support services such as Aoraki Community House, the YMCA, AMPSS101 and Multicultural. Timaruvians are also proud of their identity, the active and outdoor lifestyle they are able to have as a result of being in close proximity to natural assets with Caroline Bay at their fingertips.

In general there is a perception that in Timaru, people value what they have but still desire improvement or at least a return to the vibrancy recalled from the 'hey-day' of the heart of Timaru when the streets were heaving with people.



HERITAGE & CULTURAL SITES OF SIGNIFICANCE



HERITAGE

- 10 / 5 Minute walk
- Heritage buildings
- ↔ Original landing points
- Historic town border
- Original shoreline
- Terraces



EVENTS, ACTIVITIES & ART

- 10 / 5 Minute walk
- ✕ Street art
- Museum, theatres and galleries
- Permanent activities
- Frequent/well known events
- Infrequent/lesser known events
- Potential areas for activity/activations



OUTCOMES & MEASURES



Loved Timaru

Ko au, ko koe, ko tātou

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

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 acknowledgement of the current state of Timaru and the aspirations of our people for the future.

Measures.

Measures highlight the elements we need to track to progress towards achieving the outcomes. Measures can be qualitative and/or quantitative; they support our evidence-based approach. Associated targets will be determined every 5-years through the process of developing the Tactical Master Plan. Depending on measures, data capture should happen on an annual or biennial basis to follow best practice.

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, breaking down the rural-urban divide. Continue a tactical and placemaking approach as an ongoing activity owned by community champions and key to tangible, evolving, viable options.

This Outcome will protect and celebrate our cultural heritage and coastal landscape. Investment in people, partnerships and programmes will help 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.

Objective 1: Express our bi-cultural identity.

Measures:

- Māori or dual naming of places, buildings and facilities
- Bilingual signage and wayfinding
- Feedback from Te Rūnanga o Arowhenua
- Telling mana whenua stories and encouraging of cultural expression and practice in the centre

Objective 2: Celebrate our natural and built heritage.

Measures:

- Number of strengthened earthquake prone buildings
- Number of retrofitted / re-purposed heritage buildings

Objective 3: Strengthen our community's sense of pride and belonging.

Measures:

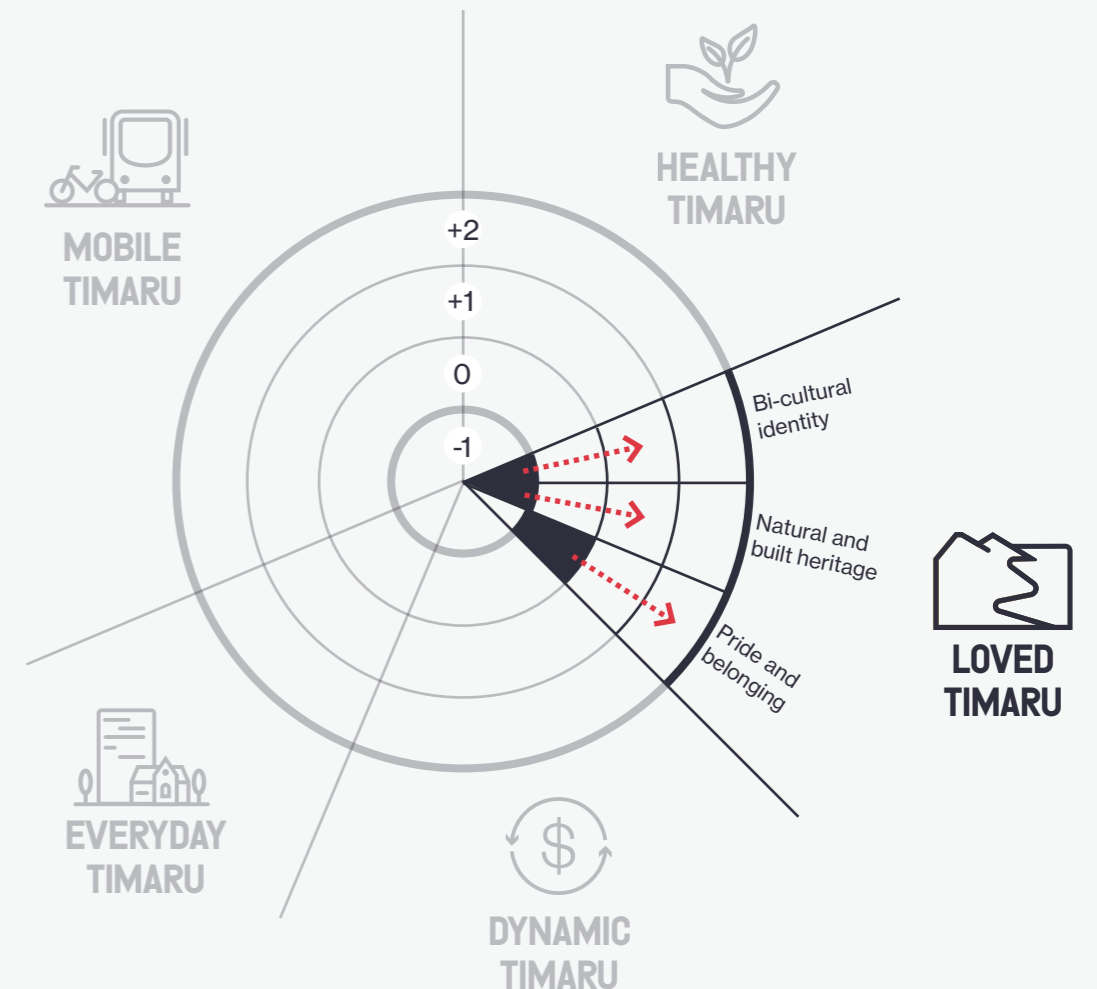
- Feedback from our diverse communities
- Public artworks

Score

- 1 Less than acceptable
- 0 Acceptable
- +1 Better than acceptable
- +2 Exemplary

Where we are and where we need to go.

As Timaruvians we are proud of our centre and of the richness of our district. Our centre however tells almost exclusively stories of European immigration and settlements, leaving out the cultural narratives and identity of Māori prior to and through colonisation. The heritage buildings are cherished by many, but owners face financial and logistical challenges in preserving the viability of those which are earthquake prone. The burgeoning arts community has the potential to become a greater drawcard with the prospective of growing creative enterprise in the centre.



MOBILITY ĀHEITANGA



Timaru Railway Station.

Alignment with UN Sustainable Development Goals

- 3. Good health and wellbeing
- 10. Reduced inequalities
- 11. Sustainable cities and communities
- 13. Climate action

Alignment with TDC Long Term Plan 21-31

Community Essential Outcomes

- Enhanced lifestyle
- Sustainable environment
- Resilient infrastructure

“You can get anywhere in the length of a song” is a positive attribute identified by Timaruvians relating to lifestyle, a lifestyle enabled by car travel. What happens if the population increases (as we need it to) and so does vehicle congestion and pollution?

This theme focuses on movement of people and goods to and through the centre. Connectivity to the port and the wider rural district is absolutely fundamental to sustain Timaru’s viability. Currently Timaru is faced with a high car dependency and high number of on-street car parks despite the centre being of a walkable scale. Prioritising cars and heavy vehicles over pedestrians and cyclists reduces the footfall and activity. It also limits the quality of the public space on offer and contributes to high levels of greenhouse gas emissions, impacting our health and the environment. MyWay is gaining in popularity for ‘on demand’ public transport, but transport choices remain limited.

Rethinking our mobility systems and infrastructure with the needs of our communities (urban and rural, ageing and vulnerable) and the specificities of our geography in mind is essential to unlock a more sustainable and attractive centre for all.

CONTEXT

Wider connectivity

Timaru is accessible by air, land and sea. The airport is a 15minute drive to the centre, and a 75minute flight to Wellington. The most frequent access into Timaru is through State Highway 1, with roughly a two hour drive to Christchurch or Dunedin, and slightly longer with interregional coaches.

The breakwaters protecting the harbour were completed in 1906. They enabled the Port of Timaru to become what it is today, offering cargo, marine services and cruise ship facilities. Increasing numbers of cruise ship tours stopping in Timaru and the upcoming Scott Base construction development are expected to bring more tourists and workers to the centre. Meanwhile the train station that welcomed passengers on the Southern Line until 2002 has since only been used for freight, servicing the Port, and the odd tourist train.

Timaru is located near popular walking and cycling tracks both inland and along the coastline. These tracks rely heavily on access by car rather than public transport. There are also few that link directly to or run through the centre.

Getting to the centre

Getting to the centre from other parts of Timaru is generally easy for vehicles, with a drive time of 10 minutes or less, and excess supply of carparking provided on and off street. For other modes however, access to the centre is less convenient, safe or comfortable. While the State Highway bypass in theory enables a more walkable mainstreet, it also creates a major severance issue between the centre and surrounding residential neighbourhoods and schools- particularly for pedestrians and cyclists. Crossings are infrequent and inadequate and cycle infrastructure is not well connected. Slippery tiles and leaking verandahs are a deterrent on rainy days and an ageing population means that there are some priority needs for mobility and parking in the centre. A combination of the highway, railway, poor wayfinding and a general prioritisation for motorised vehicles all act as key barriers and create an unattractive environment for pedestrians and cyclists. This leads to most people opting to drive to the centre (87%).¹

Due to low patronage, the bus service has been replaced by the on-demand service MyWay in 2020. This on-demand service is growing in popularity and now transports between 500 and 600 passengers daily on weekdays² exceeding patronage of the previous traditional bus service. It represents however less than 1% of the cross-centre trips.³

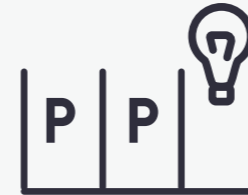
References

1. 2021 City Hub Perception Survey
2. <https://timaru.metroinfo.co.nz/news/myway-looks-to-the-future/>
3. 2021 City Hub Perception Survey



GETTING AROUND

**87% OF PEOPLE DRIVE TO THE CENTRE
1% CHOOSE TO CYCLE**



CARPARK POTENTIAL

**4,668 PARKING SPACES
AVERAGE ON-STREET OCCUPANCY RATE
IN THE CENTRE PEAKS AT 67%**



ALL ABOARD

**BETWEEN 500 TO 600 DAILY USERS
OF MYWAY, & PATRONAGE INCREASING**



END OF THE LINE

**PASSENGER RAIL SERVICE
CLOSED IN 2002**



ROADTRIP

**2H TO CHRISTCHURCH &
2.5 H TO DUNEDIN BY CAR**



AOTEAROA BY AIR

**15 MINUTES TO THE AIRPORT &
75 MINUTE FLIGHT TO WELLINGTON**



**FROM 15TH CENTURY
TRANSPORT ON FOOT,
VIA WAKA & MOHIKI**

**1878
RAILWAY COMPLETED
BETWEEN
CHRISTCHURCH &
DUNEDIN**

**1906
PROTECTED PORT
BREAKWATERS
COMPLETED**

**1957
FIRST PASSENGER
FLIGHT**

**1972
PORT LOOP
ROAD OPENS**

**2002
LAST PASSENGER
TRAIN**

**2020
MYWAY REPLACES
BUS SERVICE**

References

- 4. 2021 City Hub Perception Survey
- 5. 2021 City Hub Perception Survey
- 6. Abley Parking Strategy

Mobility in the centre.

Similar to accessing the centre, 64% of self-reported movement within the centre is made with private vehicles⁴. It is likely higher if delivery and service vehicles were included in this count. The high car dependency is likely due in part to the over-extended nature of the centre – stretching 1km from North St to Bay Hill plaza. Blocks longer than 100m and the soft slope of Stafford Street are considered by locals to reduce walkability for those with mobility impairments. The inconsistent level of activity along Stafford St also creates discontinuity of experience and interest, and the limited quality of pedestrian environments (including narrow and slippery footpaths) contribute to a less than optimum walking experience for locals and visitors. Perception of a lack of safety especially at night also deters people from moving around on foot.

There is a strong desire to make Timaru's centre more attractive for people to walk, cycle and use micro-mobility alternatives including mobility scooters⁵. However, the centre lacks universal design qualities that would make it safe and attractive for all users. The 30km/hr speed in the centre should in theory make the streets safe for cyclists, however speeds are not enforced, and accidents happen with cars pulling in and out of onstreet carparks.

Parking, in particular for mobility vehicles (including mobility scooters) and loading bays, has a role to play in ensuring fair access for everyone to the centre and supporting the efficient movement of goods. Recent assessment⁶ notes carparking occupancy rates in the centre are less than optimum, suggesting that consolidation and better management could unlock opportunities for new use of parking space without hindering supply needs. People tend to park outside the shop they are visiting, or very close, resulting in lower occupancy of off-street carparks. Greater use of off-street options would open up opportunities for greater space for people in the streets.

Connecting to Caroline Bay and the Port.

The intersection at Bay Hill and heavy vehicle traffic along the Port Loop Road are key barriers for locals and visitors to use active modes of transport between the centre and Caroline Bay. Adding to this challenge, connection to Caroline Bay is via stairs or an elevator which is known to be out of service for long periods. This results in poor accessibility for many in the community.

Similar barriers exist south of Bay Hill between the centre and the water's edge. The existing bridge connections over the railway are in maintained to a minimum standard, and don't accommodate all modes or abilities, deterring movement between the heart of Timaru and the sea. Port Loop Road and Ritchie Street are dangerous to cross on foot and bike due to heavy freight movements. Marine Parade is predominantly occupied by vehicles and car parking, preventing the waterfront promenade from being safe and pleasant for pedestrians or cyclists.



REGIONAL NETWORK

- Railway
- State highways
- Airport
- Towns
- Regional centres



MOTORISED VEHICLES

- 10 / 5 Minute walk
- Minor cycle / pedestrian Incidents
- Serious cycle / pedestrian incidents
- Vehicle only incidents
- Heavy vehicle route
- Local routes
- Visitor routes
- Key gateway
- Primarily local carpark
- Primarily visitor carpark



PUBLIC TRANSPORT & ACTIVE TRAVEL TRACKS

- Walking and cycling track
- Cycle route / network
- Timarulink & key bus stops
- MyWay catchment



ACTIVE MOBILITY & PUBLIC TRANSPORT

- 10 / 5 Minute walk
- Walking & cycling tracks
- Laneways / internal arcades
- Cycle routes / network
- Hector's track
- Bus route and stops
- Slippery tiles paving
- SH1 crossings
- Railway crossings
- No connection / Connection to close
- Elevator
- Railway station (private ownership)
- Proposed Hector's Track upgrade



OUTCOMES & MEASURES



Mobile Timaru Te ara āheitanga

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

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 acknowledgement of the current state of Timaru and the aspirations of our people for the future.

Measures.

Measures highlight the elements we need to track to progress towards achieving the Outcomes. Measures can be qualitative and/or quantitative; they support our evidence-based approach. Associated targets will be determined every 5-years through the process of developing the Tactical Master Plan. Depending on measures, data capture should happen on an annual or biennial basis to follow best practice.

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

This Outcome will require the 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.

Objective 1: Create a better pedestrian experience.

Measures:

- Number of people walking to/in the centre
- Area of high quality pedestrian space
- Number of road deaths and serious injuries (DSI)
- Accidents and incidents reported to Police, Council, DHB

Objective 2: Increase the number of people cycling and using micro-mobility.

Measures:

- Number of people cycling to/in the centre
- Cycle infrastructure (cycle lanes, cycle parking etc)
- Bylaws and policies about cycling and micro-mobility
- Provision of cycle/micro-mobility hire services
- Number of road deaths and serious injuries (DSI)
- Accidents and incidents reported to Police, Council, DHB

Objective 3: Increase public transport patronage.

Measures:

- MyWay usage
- Public transport infrastructure (bus shelters, bus lanes etc)

Objective 4: Support our elderly and mobility impaired citizens in accessing the centre.

- Provision of mobility carparks
- Provision of mobility scooter parks
- Feedback from community organisations

Objective 5: Reduce dominance of cars in the centre.

Measures:

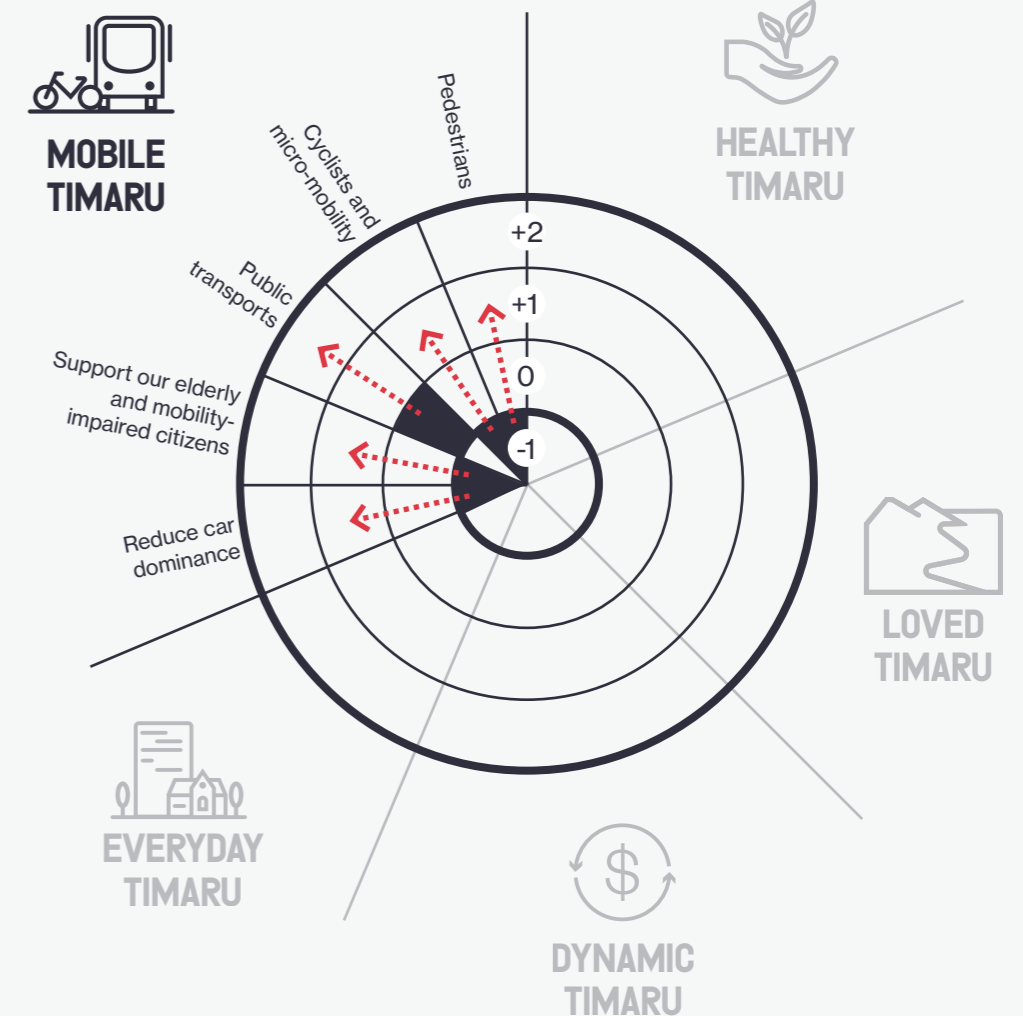
- Numbers of carparks and occupancy (on-street and off-street)
- Number of people accessing the centre / moving through the centre by car

Score

- 1 Less than acceptable
- 0 Acceptable
- +1 Better than acceptable
- +2 Exemplary

Where we are and where we need to go.

There appears to be some inefficiencies with carparking (in particular with the use of off-street carparking) in the centre that could be addressed through better carparking management. Direct and safe pedestrian access into the city is hindered by the state highway network. Additionally, the centre blocks are generally oversized, reducing pedestrian permeability which encourages cross centre travel by car. Active modes of transport such as cycling and electric scooter feature poorly as a share of how people move through the centre.



ECONOMY ŌHANGA



Timaru Mill, late 1960's

Alignment with UN Sustainable Development Goals

1. No poverty
4. Quality education
5. Gender equality
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
12. Responsible consumption and production

Alignment with TDC Long Term Plan 21-31

Community Essential Outcomes

- Connected citizens
- Enhanced lifestyle
- Diverse economy

Timaru plays a key role as the economic heart of the district, concentrating employment opportunities, leisure and entertainment offerings that attract visitors. It is also the primary retail and commercial hub of the district but is spatially overextended and faces new challenges with development of the Showgrounds for large format retail to the north.

Like many other towns and cities across Aotearoa, Timaru is grappling with the growing trend of online shopping - directly impacting the main street retail scene. Long-term vacant shops are not uncommon in Timaru, and detract from the vibrancy of the centre. Timaru needs to evolve and rely less on retail in the centre and 'big box' retail on the centre fringes and rather embrace a new and diverse offering. The proximity of the Port is a reminder of the district's strength in primary industries, trades and manufacturing, something that could feature more visibly in the centre and be part of the local consumer experience.

This theme focuses on the economic performance of our centre and the different opportunities we need to seize to ensure it keeps serving the needs of our community in the future.

Some of these opportunities are Scott Base, the Showgrounds, Te Ara and the relocated Heritage and Theatre facility which will create jobs and attract new people to the heart of Timaru, new energy into our local economy.

CONTEXT

Trends

As well as responding to Timaru's specific economic trends, the CityTown Strategy needs to be conscious of global trends, such as the rise of online shopping and remote/home based working which will have an impact on activities that will grow and decline in the coming years. COVID-19 has accelerated these trends, with the overall effect likely to be a decrease in retail and commercial footprint, further highlighting the need to channel other types of activity into the centre as a desirable social and gathering place.

The commercial centre of our district

Timaru centre is home to about 125 retail stores; this represents 73% of retail stores in urban Timaru and almost 40% of all stores in the district¹. Independent fashion shops and businesses are prevalent and have the potential to form the backbone of the centre's retail economy and its destination appeal.

The vacancy rate of retail units however depicts a concerning situation, with a count of premises in early 2022² suggesting a vacancy rate of approximately 20%, and a high number of second-hand shops at the declining south end of the mainstreet. This creates at the least a fragmented user experience and, at the worst, real and perceived safety issues as the centre does not attract people as it should.

Vacancies can partially be linked to earthquake prone buildings that are currently awaiting strengthening or clarification status and as such are untenanted, with 138 of them present in the centre³. Enabling reuse of these buildings for retail or other activities is critical to achieving vibrancy and requires an urgent call to action through a targeted navigator and mentoring approach.

Competition with large format shopping destinations outside of the centre (e.g. the Showgrounds) is also to be noted, as well as the expenditure leakage going towards Christchurch, in particular in the fashion and furniture sectors.

To respond to a declining retail scene Timaru must support activities that drive enterprise, entrepreneurialism, and innovation. This will require new and improved networks, modern spaces to encourage knowledge transfer and collaboration, and a radical change in the perception of Timaru as a place to set up a business.

On the edge of our centre, PrimePort is also a key contributor to our local economy, with over 400 ships mooring every year⁴ and 66 permanent and temporary jobs.

References

1. Timaru Retail Assessment, Property Economics, 2016
2. Count undertaken by the City Hub team in January 2022
3. GIS information provided by TDC
4. PrimePort 2021 Annual Report



SHAKE IT OFF
138 EARTHQUAKE PRONE BUILDINGS IN THE CENTRE



SHOP OPPORTUNITIES
20% RETAIL VACANCY RATE



CENTRAL SPENDING
70% OF SHOPS IN URBAN TIMARU ARE IN THE CENTRE



MORE MAHI
95.9% EMPLOYMENT

December 2021
(NZ wide is 95.3%)



JOBS GALORE
700 JOBS EXPECTED OVER THE NEXT 6 YEARS FROM SCOTT BASE



LOCAL AOTEAROA
MORE THAN 90% OF VISITORS ARE DOMESTIC



STAY FOR THE SUN
77% VISITORS ARE DAY TIME VISITORS



1878
**RAILWAY COMPLETED
BETWEEN
CHRISTCHURCH
& DUNEDIN**

1858
**FIRST LANDING
SERVICE**

1888
ROYAL ARCADE

1906
**PROTECTED PORT
BREAKWATERS
COMPLETED**

2017
CBD GROUP CREATED

2021
**PRIMEPORT SELECTED
AS SCOTT BASE
BUILDING SITE**

5. Timaru District Destination
Management Plan,
Venture Timaru, 2021

6. 2021 Annual Economic Profile,
Venture Timaru

7. <https://www.timaru.govt.nz/news-and-events/latest-news/scott-base-build-incredible-opportunity-for-timaru-district>

Tourism and hospitality

In 2018, over 1.8 million people visited the Timaru District⁵. As a consequence of COVID-19, the number of tourism jobs dropped by 12.2% in 2021, compared to 33.1% in New Zealand⁶. This is predominantly due to Timaru visitors being 91% domestic⁷.

The centre 'punches above its weight' when it comes to annual events (e.g. Carnival, Rock&Hop). It also has some unique visitor attractions such as Te Ana Māori Rock Art Centre and the upcoming refurbished Theatre Royal and Heritage Hub. Attractions are however disconnected and only 25 are listed within the whole district – one of the lowest levels of visitor attractions in the South Island⁵. In addition, over half the attractions listed in the district are free (the likes of freedom camping at Caroline Bay), with a heavy emphasis on outdoor, nature-based activities that are non-commissionable. This can be a positive provided that there are additional hooks to stay and spend on other activities.

Economic Opportunities

The Port of Timaru has recently been selected as the building site for the new Scott Base Antarctica research base. This is expected to generate more than 700 jobs over the next six years (170 at peak construction)⁷. This represents a significant economic injection into the Timaru District with opportunities to attract new visitors and future residents (e.g workers and their families). There is also the opportunity to leverage innovation in modular construction to support the local economy and nurture affordability.

Food production is also important for our district but underrepresented in the centre. Opportunities to celebrate our primary industries and attract other parts of the food chain could create more jobs and reinforce the attractiveness of our district around a food culture that tells the story of kai moana and mahinga kai through to a modern food experience connecting rural and urban Timaru. Venture Timaru has had some success with the SCOFF festival which could manifest as a more permanent offering.

The close proximity of the Te Ara Institute of Canterbury to the centre is vital to supporting economic diversification and growth. There is an opportunity for focused enterprise support and training in some of Ara's key specialisms such as business, construction, art & design, food, hospitality, and tourism.

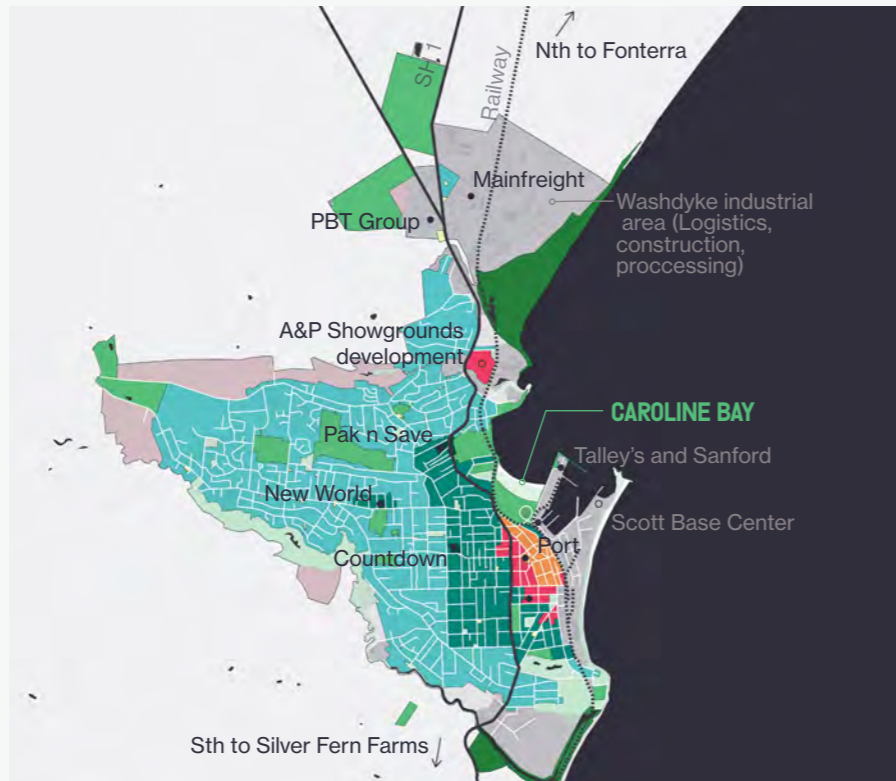
Redevelopment of the Aigantighe Art Gallery, Theatre Royal, SC Museum, Art & Design education at the Te Ara and a number of independent galleries and performing arts societies are part of a thriving art scene in Timaru. Creative industries are a unique blend attracting not only visitors but also new urban residents.



ECONOMY & ZONING

- Future Key Employer
- Key Employer
- Centre
- Rural lifestyle
- Open space
- Sports and active recreation
- Natural open space
- Medium density
- General residential
- Large format retail
- General industrial

**Zones likely to change in the proposed district plan to reinforce mixed use zones in the centre.



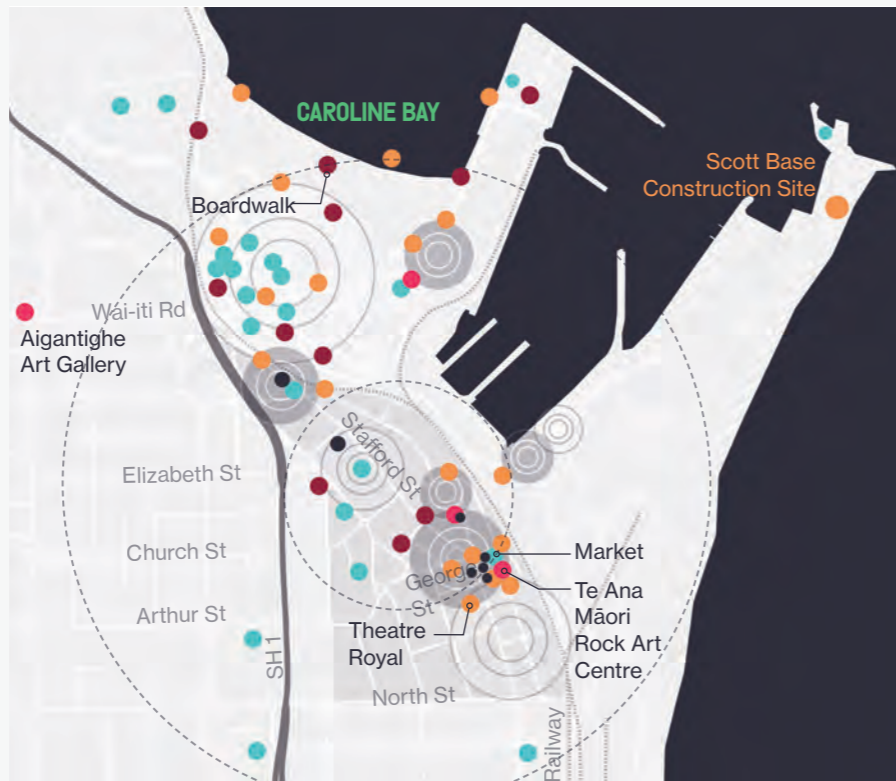
LAND OWNERSHIP

- 10 / 5 Minute walk
- Private land ownership
- Timaru District Council and Timaru District Holdings land
- Existing large anchor tenants
- Large buildings in single ownership



LOCAL & VISITOR ATTRACTIONS

- 10 / 5 Minute walk
- Local attractions
- Visitor attractions
- Local & visitor attractions
- Existing night time destination
- Future potential destinations
- Potential daytime activation
- Potential night time activation



EPB, RETAIL & FUTURE DEVELOPMENTS

- 10 / 5 Minute walk
 - Large format retail zone
 - Centre zone **
 - General industrial zone
 - Earthquake prone buildings on primary routes
 - Vacant buildings (Nov 2021)
 - High vacancy & dwindling retail
 - Large format retail/big box
- **Zones likely to change in the proposed district plan to reinforce mixed use zones in the centre.



OUTCOMES & MEASURES



Dynamic Timaru Ōhanga taineke

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

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 acknowledgement of the current state of Timaru and the aspirations of our people for the future.

Measures.

Measures highlight the elements we need to track to progress towards achieving the Outcomes. Measures can be qualitative and/or quantitative; they support our evidence-based approach. Associated targets will be determined every 5-years through the process of developing the Tactical Master Plan. Depending on measures, data capture should happen on an annual or biennial basis to follow best practice.

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

This Outcome will rely on 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.

Objective 1: Reinforce retail and commercial activities.

Measures:

- Shop vacancy rates
- Numbers of buildings with active uses at upper floors (not storage)
- Number of jobs in the centre
- Proportion of small scale independent retailers
- Centre's share of regional retail expenditure
- Spend data

Objective 2: Develop tourism and recreational opportunities.

Measures:

- Number and attendance at large scale / national events
- Number and attendance at local events (participation of Timaru's diverse communities)
- Visitors average length of stay and total nights in accommodation
- Hospitality sector contribution to the district's GDP

Objective 3: Align public and private investments and initiatives.

Measures:

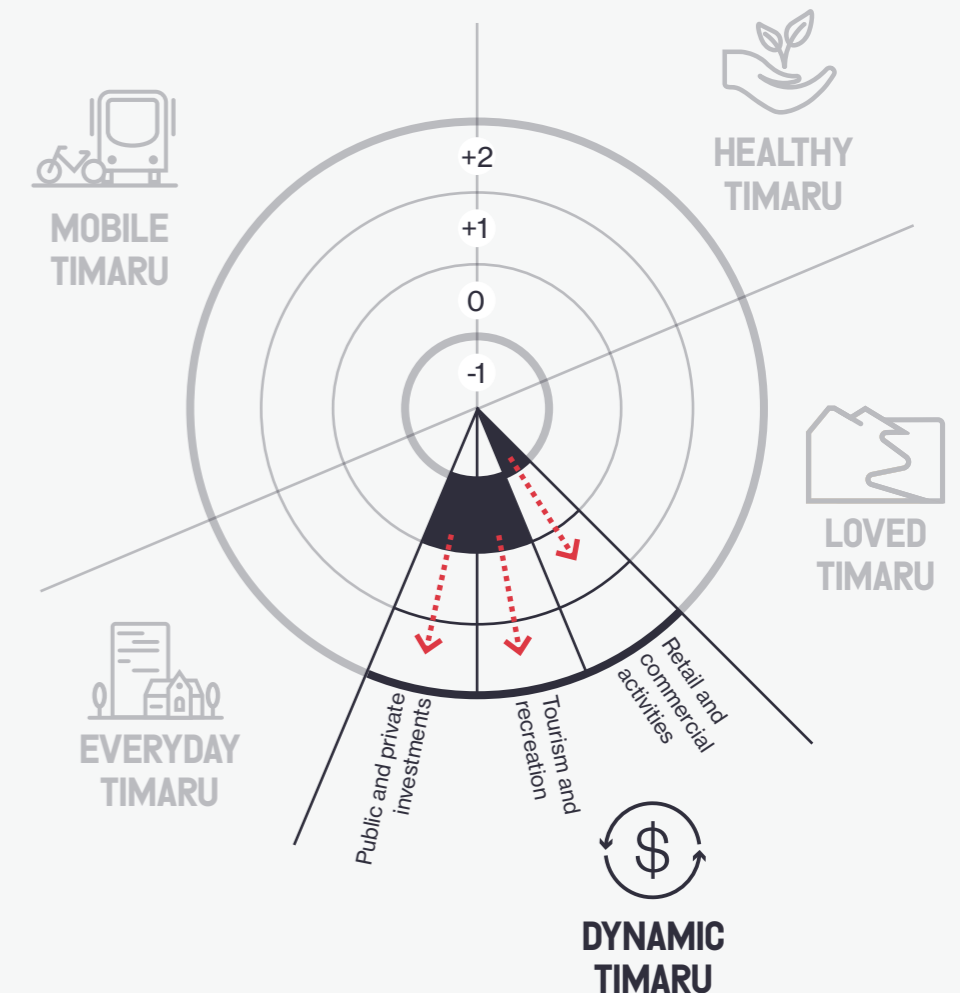
- Uptake of Council incentives (attendance at workshops, toolkits downloaded, email sign ups etc)
- User feedback about Council role and processes

Score

- 1 Less than acceptable
- 0 Acceptable
- +1 Better than acceptable
- +2 Exemplary

Where we are and where we need to go.

Shop vacancy levels indicate the likely decline of retail footprints and the need for finer grain independent business. Yet commercial office space demand is low, while the hospitality sector is constrained by a skills and labour shortage, inability to retain visitors for prolonged stays, and the relatively modest spend of an aging resident population. The overall vitality of the centre is under threat with the risk of significant underutilisation and underinvestment in existing building stock in turn lowering business confidence. The centre needs to be the main employment and community hub, providing a diverse range of live-work opportunities to satisfy the existing population and attract new talent, specifically footloose workers seeking a lifestyle shift. Business establishment and growth must have the underpinning support and amenity. Backfilling these vacated spaces with residential use is critical to the overall strategy.



LIVING KAIAO



Timaru panorama, 1912

Alignment with UN Sustainable Development Goals

1. No poverty
3. Good health and wellbeing
7. Affordable and clean energy
10. Reduced inequalities
11. Sustainable cities and communities

Alignment with TDC

Long Term Plan 21-31

Community Essential Outcomes

- Enhanced Lifestyle
- Diverse Economy
- Resilient Infrastructure

Timaru is a place of shelter. It is known for its attractive lifestyle and relative affordability. EVERYTHING is here – a hospital, premier parks, an airport, employment opportunities.

However, the ageing housing stock appears to be in average condition, and predominantly limited to the suburban model of individual houses. The lack of diversity and choice in the market for newcomers (workers, students, retirees, first time home buyers and entrepreneurs) may be an inhibitor to growth. Opportunities to live in the centre are currently very limited, despite advantages such as proximity to key amenities. It would also support shops and businesses by providing a broader customer base. Live-work opportunities could lead the way with a partnering pilot approach.

Our communities are also changing, with older citizens representing a larger proportion of our population. Enabling low maintenance, convenient, comfortable, and affordable housing within the centre can unlock ageing in place, intergenerational living for retirees, inward migration from rural parts of the District, and public housing. This theme explores the current barriers for living in the centre, and amenities and services that would be required to support a larger residential community.

CONTEXT

Demographics

There are 46,000 residents living in Timaru District. 27,650 of them live in urban Timaru, and only 400 people live in the centre¹. The centre's resident population has been static for the past two decades, while the overall population of the District increased by 13%². As highlighted in the Growth Management Strategy of the District, population growth within Timaru is forecast to be relatively modest, reaching a peak in 2033 before leveling off and contracting to today's size³.

Our population is ageing faster than the rest of New Zealand. The District's 65+ age group will increase from about one fifth of the population today to one third of the population by 2045. The majority of this growth will occur in those aged 75 years and older, with this age group increasing by 86% over the next 30 years³.

Our communities are also increasingly diverse, with one centre resident in five born overseas, compared to just over one in ten in average district-wide. The proportion of residents belonging to the European ethnic group also decreases from more than 90% in the district to just under 80% in the centre, with higher proportions of Māori, Pacifica and Asian residents¹.

Housing stock and housing needs

Older and more diverse communities indicate that the composition of our households is changing too, with the number of single person households already increasing and projected to grow. This shift in the housing demand requires a changing supply to cater for more diverse needs. Our housing stock is for the most part made of single houses on land sections greater than 500m²³. While these are great for families, they might not always be suited for example to our older residents, students, or single adults.

While attractive to first-home buyers and out of town investors due to its relative affordability compared with the rest of New Zealand², Timaru's housing stock lacks diversity, and many houses are in poor condition. This is particularly true in the centre, where 66.7% of dwellings are rentals and 25% of dwellings present signs of dampness (15.5% in the wider district)¹.

The limited population growth projected for Timaru does not require an extensive number of new dwellings to be delivered in the coming years. What is required however is newer, lower maintenance or converted dwellings that can be adapted for different lifestyles and in particular downsizing from the average 3- or 4-bedroom homes common in our District.

Affordable housing available for workers will be critical to deliver the major construction projects such as Scott Base, but these are currently lacking citywide. Anecdotal evidence from employers, recruitment and real estate agents suggest that there is latent demand for workers to move to Timaru if they can find suitable housing. Housing accessible and fitted for



CENTRE LIVING
CURRENTLY 400 PEOPLE
LIVE IN THE CENTRE

(less than 1% of district housing)



HOMES IN THE HEART
200 DWELLINGS IN THE CENTRE



GOLDEN OLDIES
22.5% OF THE POPULATION IS 65+

27K

PLENTY OF PEOPLE
27,650 RESIDENTS IN
URBAN TIMARU



PUBLIC HOMES
COUNCIL MAINTAINS &
MANAGES 231 HOUSING UNITS

References

1. NZ Stats census data 2018
2. Regional Economic Profile, <https://ecoprofile.infometrics.co.nz/timaru>, Venture Timaru
3. Growth Management Strategy, Venture Timaru, 2018



**FROM 15TH CENTURY
MĀORI OCCUPATION**

**1839
EUROPEAN
SETTLEMENT
(WHALING STATION)**

**1868
TIMARU ESTABLISHED
AS A BORROW,
HOSPITAL
CONSTRUCTION
STARTS**

**1948
TIMARU ESTABLISHED
AS A CITY**

**2005
OPERATIVE
DISTRICT PLAN**

older residents (including but not limited to integrated retirement villages or care homes and public/ social housing) are also much needed and will become even more in demand over the next decades. Our centre has a key role to play in providing for these diverse housing needs, with opportunities for townhouses, small apartment buildings and short- and medium-term rentals. The direction of the national policy statement for urban development favours permissive development and consolidation within the current CityTown boundaries. To do this we must look at how to make consolidation more enticing, faster and financially viable for developers given unique site constraints and fragmented land ownership in Timaru. This is critical to boosting housing supply and diversifying the offering to address the latent demand of incoming workers attracted to Timaru urban lifestyle.

Constraints to deliver housing in the centre

Whilst the opportunity of having more people living in the centre is great for our CityTown, a number of limitations exist that this strategy needs to address. First and foremost, our centre is home to highly valued heritage buildings which create its unique character. Conversion of the existing building stock, including seismic strengthening, is critical to regenerate our centre while holding onto its character. Existing examples in the centre demonstrate that heritage residential conversions have and can be done successfully. Council could have a critical enabling role by delivering high amenity urban environments that support progressive inner city living, and by brokering strategic partnerships to demonstrate how Timaru could lead the way in choice and convenience, diversity of typology, availability, accessibility, and homes for different stages of life. Townhouses could be easier to deliver in the short term and more suited to the Timaru context and market.

Making central living an attractive development proposition and lifestyle choice has to be a foundation for the CityTown Strategy in order to create a critical mass of resident population to sustain businesses and occupy space released from shrinking retail. This requires the public and private sector to deliver affordable housing options and tackle amenity and accessibility issues. In addition, an enabling and supportive planning policy is critical to encourage residential developments and implementation of supporting services in our centre.

Coming Home

Returning Timaruvians can play a key role in energising the community. Gaining experience outside of Timaru is a 'rite of passage' valued by young people typically in the 18-35 age bracket. Those who have returned bring new ideas, skills and expertise with them. Venture Timaru have used some of these stories in their 'We Love Timaru' campaign.



HINTERLAND LIVING

- State highways
- Longer commuting towns
- Short commuting towns
- Other Towns
- Timaru



EPB AND EXISTING VACANCY

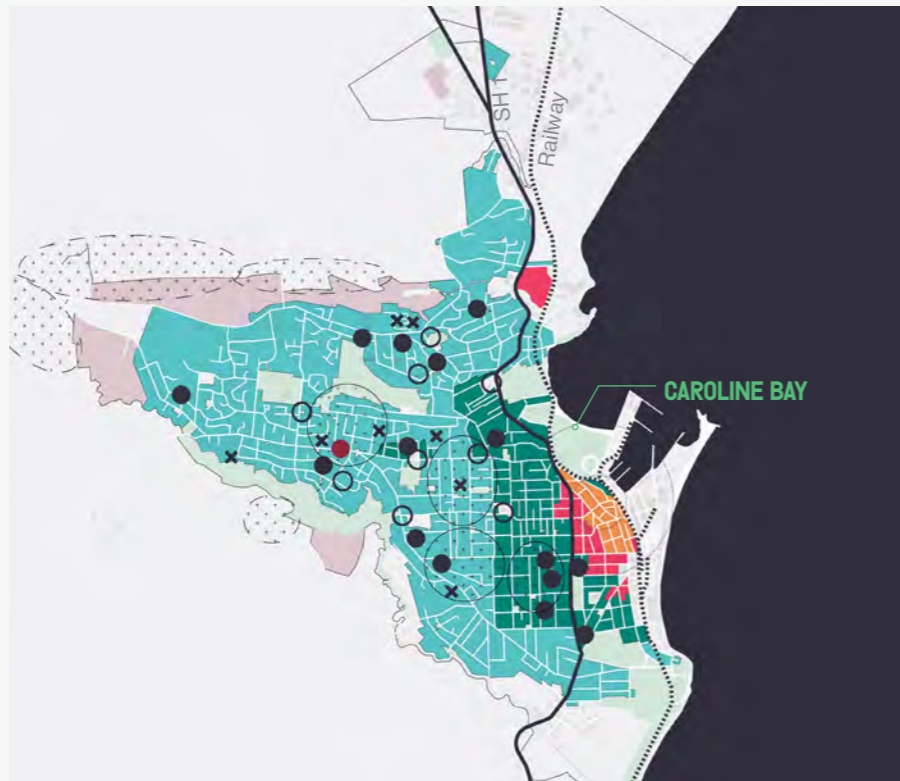
- 10 / 5 Minute walk
- Earthquake prone buildings
- Vacant buildings (Nov 2021)
- High vacancy area



HOUSING

- Rural Intensification Area
- Urban Intensification Area
- Centre
- Large format retail
- Rural lifestyle
- Green space
- Medium density
- General residential
- Schools
- Supermarkets
- Retirement homes
- Kainga ora social housing

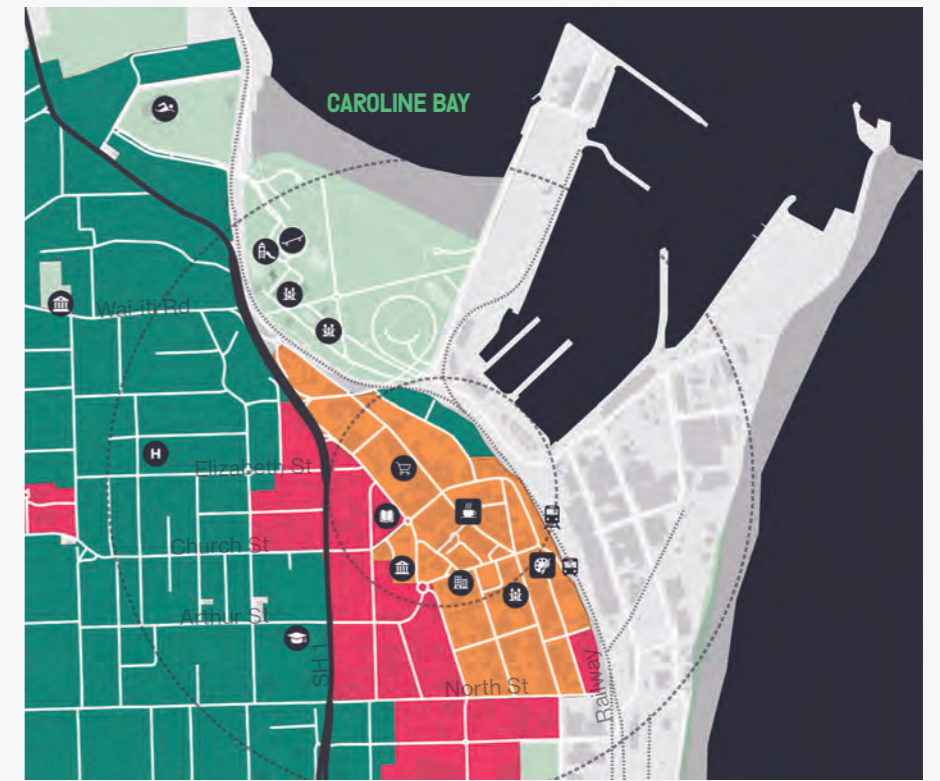
**Zones likely to change in the proposed district plan to reinforce mixed use zones in the centre.



HOUSING IN THE CENTRE

- 10 / 5 Minute walk
- Centre
- Large format retail
- Green space
- Medium density
- General residential
- Key destinations

**Zones likely to change in the proposed district plan to reinforce mixed use zones in the centre.



OUTCOMES AND MEASURES



Everyday Timaru

He wāhi ora

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

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 acknowledgement of the current state of Timaru and the aspirations of our people for the future.

Measures.

Measures highlight the elements we need to track to progress towards achieving the Outcomes. Measures can be qualitative and/or quantitative; they support our evidence-based approach. Associated targets will be determined every 5-years through the process of developing the Tactical Master Plan. Depending on measures, data capture should happen on an annual or biennial basis to follow best practice.

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

Objective 1: Attract pioneers to consolidate a residential population in the centre.

Measures:

- Diversity of housing stock for all needs
- Population living in the centre
- Number of new/retrofitted dwellings in the centre
- Average residential rent and affordability index

Objective 2: Provide for all ages, abilities and incomes.

Measures:

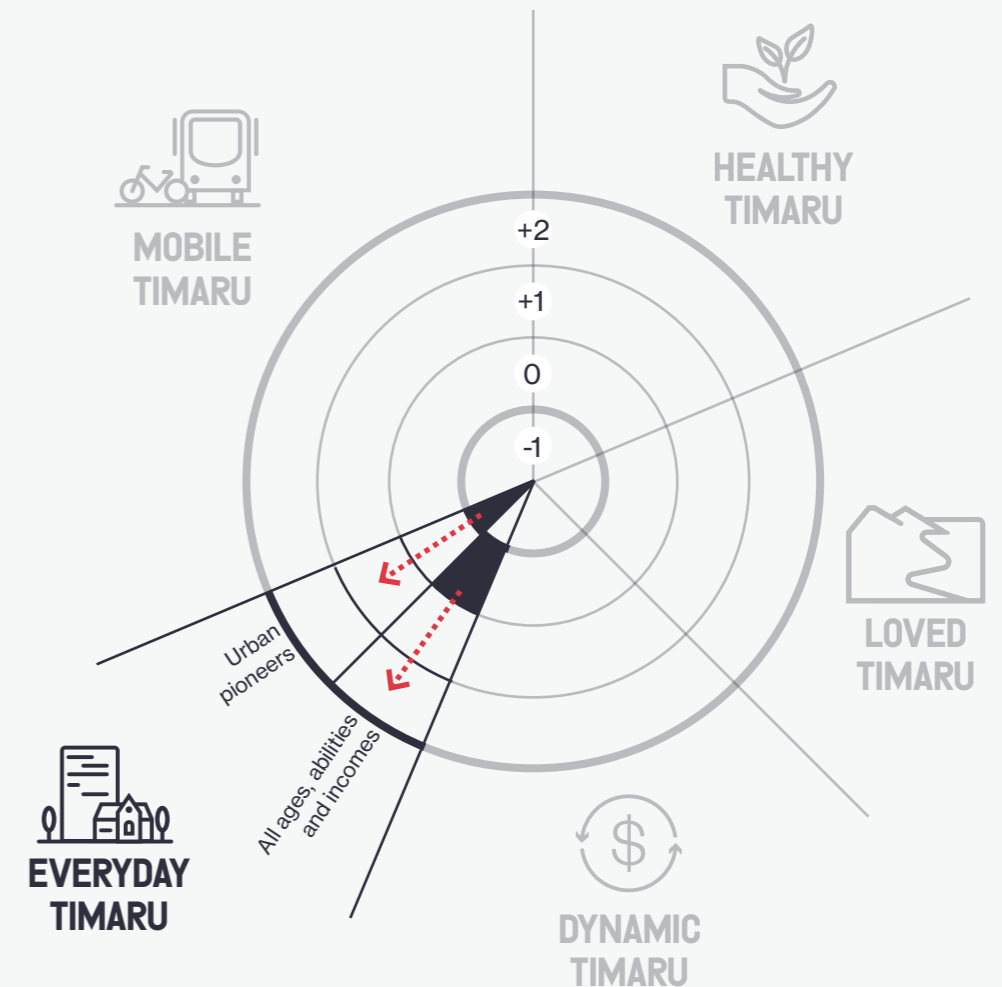
- Public feedback on public space and facilities
- Public amenities and play equipment
- Perceived safety (self-reported)
- Crime data (NZ Police)

Score

- 1 Less than acceptable
- 0 Acceptable
- +1 Better than acceptable
- +2 Exemplary

Where we are and where we need to go.

Today, the resident population of our Timaru's centre is small and insufficient to generate the daily footfall required to support thriving retail streets and activities on the present scale. We need to shift the focus from a 'central business district' relying almost exclusively on retail to a 'CityTown centre', with a greater mix of uses and users. Our centre needs to better serve our diverse community, being accessible and attractive to our ageing population, families and individuals of all ages and abilities while attracting new residents and urban pioneers. Partnership models can be used to demonstrate a unique Timaru typology that increases demand to help unlock the true potential of urban lifestyles



OPPORTUNITIES & CHALLENGES

The centre is a place of significant opportunity. There are also some challenges that need to be addressed before it can fulfil its role as CityTown for Timaru District. The opportunities and challenges that underpin the CityTown Strategy have been shaped by the current state review and spatial analysis mapping – both summarised in the next pages.



BACKGROUND RESEARCH OPPORTUNITIES

Natural setting

Blessed by its natural setting between mountains and sea. Timaru has an opportunity to enhance its appeal as a leisure destination through the CPlay investment in Caroline Bay.

Māori identity and emerging economy

Māori culture and identity are being increasingly celebrated in Timaru with iwi and hapū empowered in their customary kaitiaki role. Māori values must be integrated with centre planning and decision-making to unlock the social and commercial potential of iwi and hapū.

Accessibility to immediate catchment and beyond

The centre is a comfortable 10-15 minute bike ride and bus or car journey from urban Timaru, with minimal congestion. The relatively gentle topography of the centre makes it a cycle friendly location.

Sense of place

The character-laden built environment of the centre comprising many fine Victorian and Edwardian commercial, civic and industrial heritage buildings imbue a sense of place and quality which in turn has economic value. The relationship to the historic landing area remains evident as is the continued importance of Stafford Street and the commercial spine of the centre.

Relative isolation

Timaru's relative geographic isolation can be considered a strength with limited retail 'leakage'. It holds a lifestyle appeal for those looking to leave the 'rat race'.

Affordability

Timaru is a relatively affordable place to live and to establish business, both of which are positive for centre development. Independent shops and businesses are prevalent and have the potential to form the backbone of the centre's economy.

A thriving arts and culture scene

Timaru punches above its weight when it comes to events which in turn drives a vibrant creative scene, an attractive attribute for those seeking a more artisan lifestyle. It also has some appealing visitor attractions such as the Te Ana Maori Rock Art Centre which will be further bolstered by the Food Heritage Centre and refurbished Heritage Hub and Theatre Royal.

New economic investment

Timaru has recently been selected as the building site for a new Scott Base Antarctica research base. Generating an estimated 700 jobs, this may draw additional residents and spend into the local economy. Venture Timaru is well placed to leverage this and other inward investment.

SPATIAL MAPPING OPPORTUNITIES

- Economy
- Environment
- Mobility
- Living
- Identity



- | | |
|---|--|
| <ul style="list-style-type: none"> 1 Potential to uncover historical stream 2 Strengthen existing green belt 3 Potential esplanade to reconnect with the sea 4 Enhance penguin habitat - and offer better viewing points 5 Pier from the boardwalk to access directly to the water's edge 6 Mixed-use finer grain offering 7 Leverage upcoming developments Scott Base and Heritage Hub 8 Hospitality on upper floors 9 Leverage C-Play and showgrounds 10 Walking and cycling routes that could be strengthened 11 Improved intersections for pedestrians and cyclists 12 Potential new/upgraded pedestrian & cycling bridge | <ul style="list-style-type: none"> 13 Improve cycleways 14 Improve accessible routes around Bay Hill 15 Improve Hector's coastal track connection 16 Opportunity re-adapt existing buildings in the area into mixed use and medium density housing 17 Bay Hill housing development 18 Extend pattern of high value residential along the terraces paired with shared community spaces. 19 Activate streets by extending markets and closing off streets to cars more frequently 20 Potential for more permanent day time activities 21 Potential night time activation + Heritage buildings to be re-adapted |
|---|--|

BACKGROUND RESEARCH CHALLENGES

An over-extended centre

The centre is 'over-extended'. The spread of activities and people over a relatively large area dilutes the centre's vitality.

Walkability of the centre

State Highways 1 and 78 are key routes for suburban communities to access Caroline Bay and the centre by private vehicles, reducing walkability.

Limitations in the public green space offer

Availability of green public open spaces is limited to Caroline Bay and a handful of small green spaces at intersections. The lack of public quality spaces, results in less vibrancy and makes the centre a less appealing place to live work and play.

Retail under threat as a cornerstone centre activity

Online shopping, out of town developments and the resurgence of Christchurch as a retail destination may result in a dwindling retail offering in Timaru and more vacant shops.

Absence of anchor institutions or drawcard destination

There are no significant institutions, economic hubs (other than the introverted Port) or attractions of scale (except C-Bay) that offer a year-round sense of activity to support future inner city living.

Fragmented destination offering

The activity hubs and destinations are limited and scattered across the centre with poor quality connections between them. Visitor accommodation in the centre is also deemed poor.

Static population growth and few people living in the centre

The population of urban Timaru is forecast to plateau in the next 25 years which will curb the economic growth prospects of the centre. 450 centre residents is insufficient to sustain services.

Unproven centre residential market

The market for centre living, apartment/terrace housing is largely unproven and unlikely with values not supporting development viability on many sites.

Earthquake prone buildings

A significant number of earthquake prone buildings within the centre are difficult to rent or costly to remediate to meet strengthening requirements. This impacts the viability of restoration.

Over reliance on cars to access and move around

The convenience of car access, dispersed activity hubs and poor general walkability of the centre have led to an over reliance on private vehicles and low uptake of public transport and active modes of travel.

Limited talent pool

An ageing population with younger people leaving to study and work elsewhere creates issues for local employers especially in hospitality, manufacturing and production.

SPATIAL MAPPING CHALLENGES

- Economy
- Environment
- Mobility
- Living
- Identity



- | | |
|---|--|
| <p>1 Public toilets are a visual and physical barrier, and do not cater for all sectors of community.</p> <p>2 Landform / terrace obstructing view to port, sea and Caroline Bay</p> <p>3 Cliff creating an access barrier between centre and coast</p> <p>4 Reclaimed land distance the centre from the shoreline</p> <p>5 Sand makes it difficult to access the water for people with walkers or other mobility aids.</p> <p>6 Over extended retail</p> <p>7 Royal Arcade restricted uses and no anchor destinations at each end</p> <p>8 View to Caroline Bay obstructed for passing traffic – a key asset to Timaru that people don't even notice as they drive by.</p> | <p>9 Sloping gradient of Stafford Street deters walking and cycling and the width/car dominance makes it harder for pedestrians to cross</p> <p>10 Railway trunk</p> <p>11 SH1 crossings not suitable or safe for pedestrians or cyclists</p> <p>12 Poorly defined cycleways</p> <p>13 Port loop road</p> <p>14 Heavy vehicle route</p> <p>15 Port activity</p> <p>16 Wide intersection - difficult to cross safely</p> <p>17 Elevator isn't currently operational</p> <p>18 Bridge only accessible on foot</p> <p>19 Long distance to walk, people choose instead to park closer to the water and walk the boardwalk</p> <p>+ Earthquake prone heritage buildings</p> |
|---|--|

04

KEY MOVES



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.

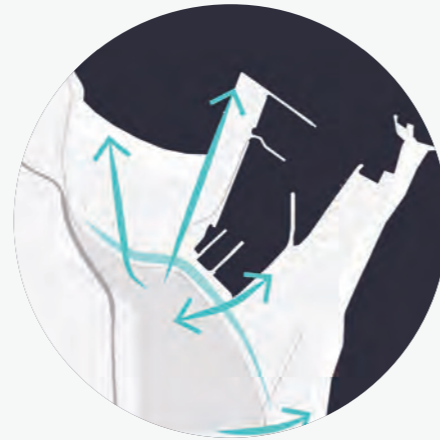
KEY MOVES OVERVIEW

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



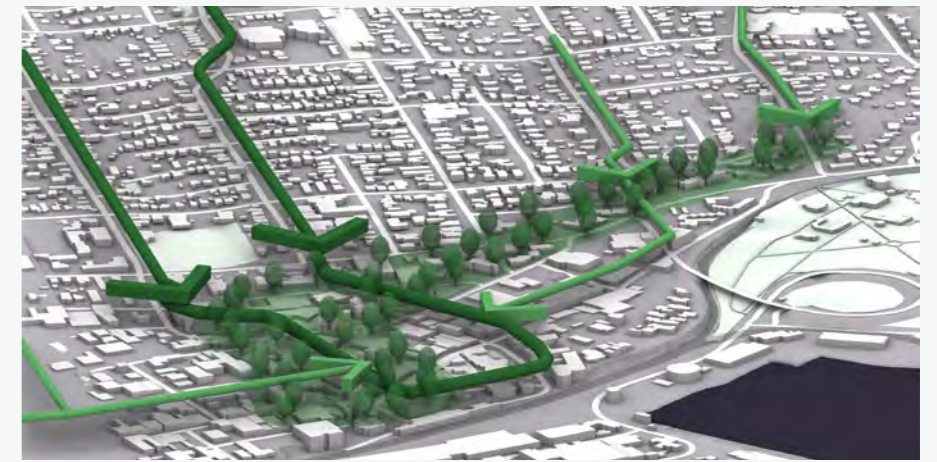
WELCOME HOME
HOKI MAI
ENABLE MIXED-USE TO INVITE URBAN LIVING



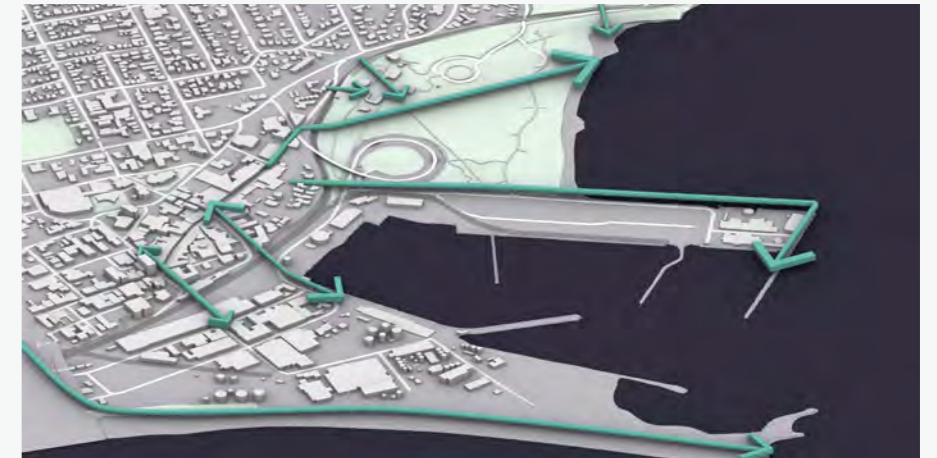
THE HEART WITHIN
TE NGĀKAU A IWI
CULTIVATE A STRONG CULTURAL CORE



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.



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

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

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

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

GREEN WEAVE TE RARANGA A TANE



EMBRACE THE CENTRE WITH GREENWAYS

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

Re-interpret the natural landform of the centre by restoring greenways that trace former stream gullies and connect open spaces. Green streets reach out to the surrounding suburbs and pull people into the heart of Timaru along safe and enjoyable pedestrian and cycle routes. The parkland corridor embraces the centre by connecting existing pockets of green space and holding this edge as amenity for inner CityTown residents. In turn, this enhances the experience of people coming to the centre, and invites them to stay longer.

This key move will:

- Address the SH1 barrier between the centre and wider Timaru
- Pull green into the centre to form continuous open space and greenways
- Regenerate the local coastal landscape including fauna and flora

GREEN WEAVE TE RARANGA A TANE IDEAS

Ideas are aspirational. They will be refined and prioritised following trials, stakeholder engagement and further detailing over the next few years. This map does not intend to list all potential ideas, but rather help us visualise what the big change could be made up of.

Once refined through the tactical process, some of these ideas will be translated into concrete actions and implemented over time.

Address SH1 barrier between the centre and wider Timaru.

- 1 Create gateways that pull / welcome people into the centre
- 2 Improve cycle and walking routes connecting to the centre.
- 3 Upgrade intersections for active and vulnerable users.
- 4 Implement pedestrian and cycle wayfinding

Pull green into the centre – forming a continuous network of open spaces.

- 5 Enhance the parkland habitat and green gathering spaces
- 6 Upgrade greenway streets in valleys
- 7 Introduce stormwater management and rain gardens
- 8 Slow speed environment for shared users



IMPACT COMPASS

The impact compass helps us track progress towards achieving our Outcomes. This versatile tool illustrates how this key move contributes to the vision and plays a part in delivering on the Outcomes. It represents the impact we expect it to have on Timaru and our people. Text on the following page details the rationale behind the scores.

Objectives Summary.

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

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

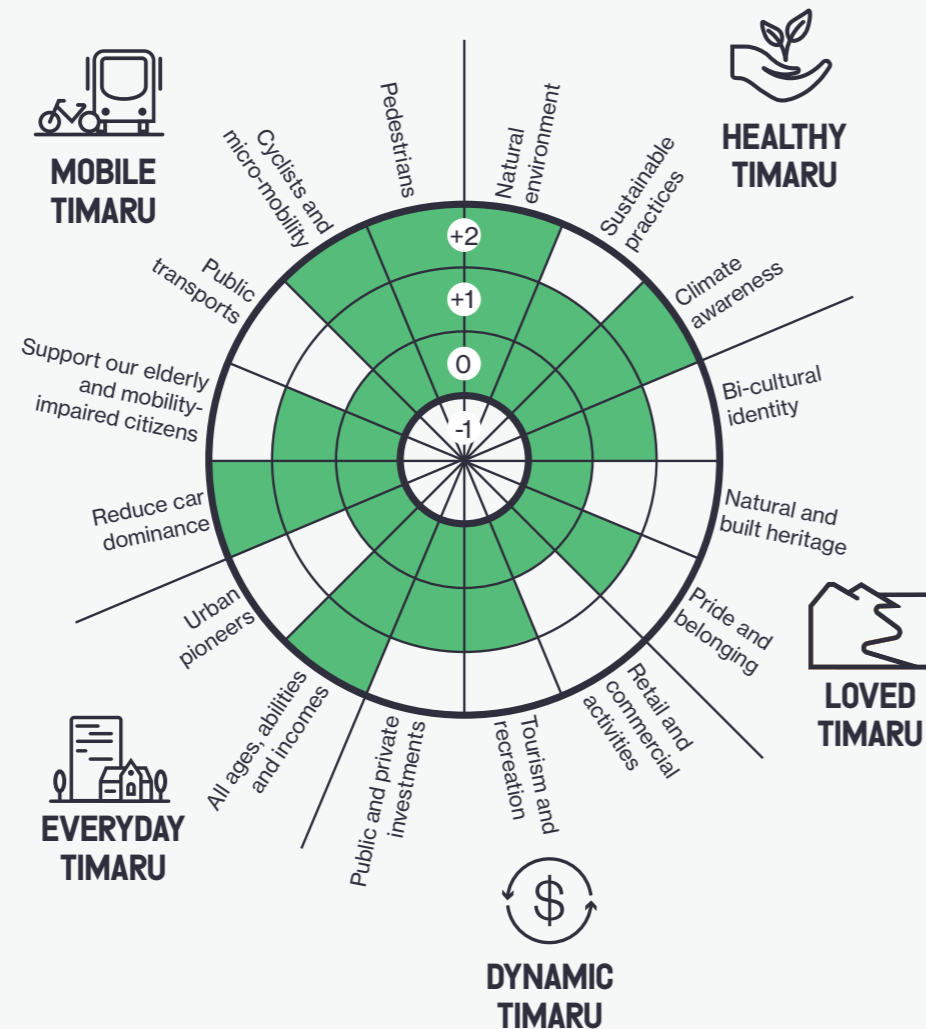
- Everyday Timaru**
- Attract **urban pioneers** to consolidate a residential population in the centre.
 - Provide for **all ages, abilities and incomes**.

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

- Mobile Timaru**
- 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.

Score

- 1 Negative impact resulting in degradation from current conditions
- 0 No impact
- +1 Some positive impact resulting in temporary or limited progress
- +2 Long lasting and transformative impact



SCORE REASONING

Healthy Timaru

- Supports biodiversity with ecological corridors and native plants
- Encourages active modes reducing carbon emissions and noise
- More active residents and green space = healthier people
- Addresses water quality through rain gardens and in-street filtration solutions for stormwater

Loved Timaru

- Links with wider landscape setting and coastal views
- Placemaking opportunities: street pattern and type respond to underlying geology and origins of the centre
- Storytelling and place naming
- Links places and landmarks of heritage importance

Mobile Timaru

- Encourages active modes reducing carbon emissions and noise
- Safe routes for people on foot and bikes
- Better wayfinding
- Improves connectivity to and through the centre
- Addresses severance issues across State Highway 1

Everyday Timaru

- Routes can be used by locals and visitors alike
- Access to recreation, coast and wider landscape trails
- Supports residential intensification / development in the centre by increasing amenity
- Links and increases outdoor gathering spaces

Dynamic Timaru

- Encourages people to spend more time in and around the centre, supports cohesive destination
- More footfall for retail
- Food and beverage opportunities along the routes increase dwell time
- Increases private investor confidence in public realm projects supporting private development

BENCHMARKING

Daldy & Jellicoe Streets Auckland, New Zealand

Reimagined as a kerb-less street, lined with native planting these greenways offer generous amounts of space for pedestrians and cyclists alike. It is dotted with pockets for play that make it fun and educational for young kids. It has become a place people like to linger and spend time in rather than transition through. This transformation had people at the centre, invigorating a city set to enjoy more parks, small green spaces, and outdoor areas in the coming years.



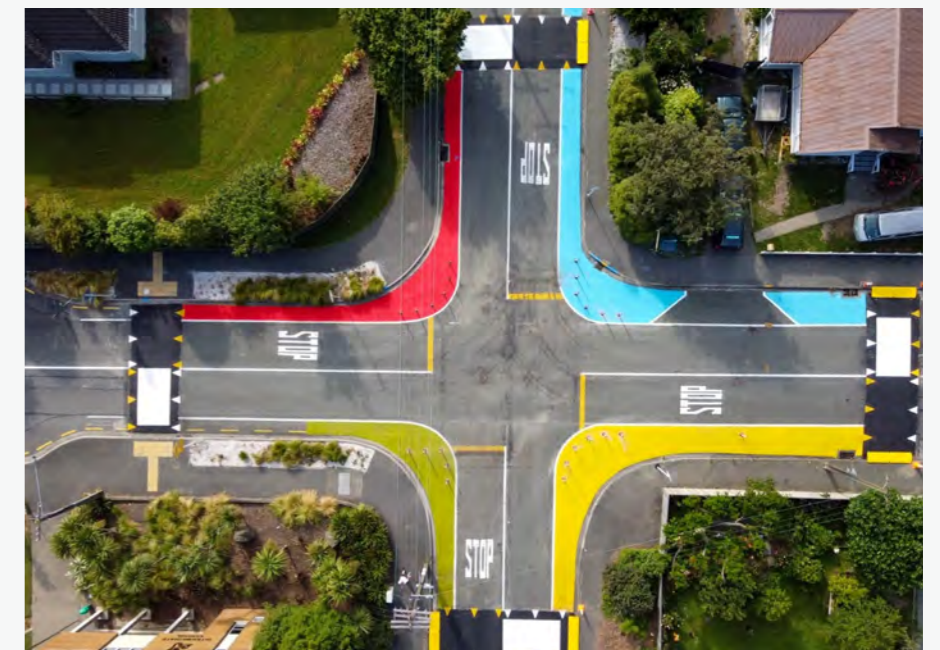
Citybike Wien
Urban bike hire scheme



Cork, Ireland
Parklets



Rauora Park, Christchurch
Greenway with mobility parking
lined with medium density housing



Innovating Streets, Nelson
Tactical interventions to enhance
streetscape

COASTLINE CONNECTION ĀRAI TE URU



LINK TO THE WATER EDGE & ORIGINAL SHORELINE

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

Make the original coastline beneath the terraces visible and safe again - a continuous walking and cycling 'desire line' playfully linking Caroline Bay, the Port and coastal trails. Iconic and accessible bridges reconnect the heart of Timaru to its unique sheltered harbour, embracing its history as a landing place, with distinctive promenades extending directly out to the water's edge at the closest point. Promenades are generously proportioned to attract year-round activation by the sea. They define and protect the constructed edges of the Port and dune habitats.

This key move will:

- Get us to the water
- Create a complete waterfront experience

COASTLINE CONNECTION ARAI TE URU IDEAS

Ideas are aspirational. They will be refined and prioritised following trials, stakeholder engagement and further detailing over the next few years. This map does not intend to list all potential ideas, but rather help us visualise what the big change could be made up of.

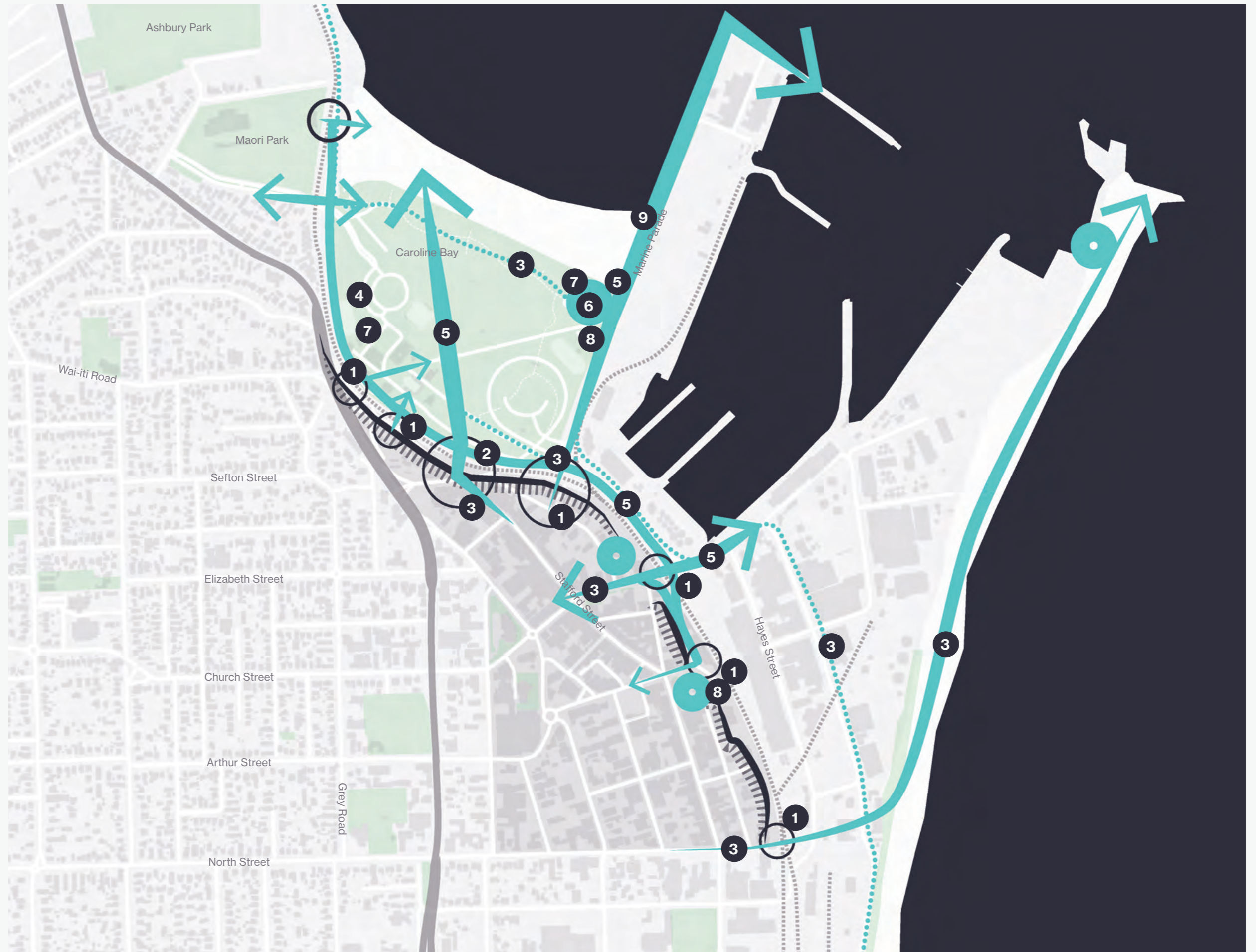
Once refined through the tactical process, some of these ideas will be translated into concrete actions and implemented over time.

Get us to the water.

- 1 Upgrade and build new pedestrian and cycle bridges and crossings
- 2 Upgrade the piazza as one of several designed features connecting Caroline Bay and the centre
- 3 Implement wayfinding between centre and coast as well as for coastal trails
- 4 Create a play trail from C-play to centre

Create a complete waterfront experience.

- 5 Enhance promenades for walking, cycling, seating and viewing
- 6 Allow for food offerings
- 7 Cater for bike, kayak, boating, swimming: water and waterfront activities
- 8 Upgrade or relocate freedom camping facilities
- 9 Protect and enhance the existing penguin habitats



IMPACT COMPASS

The impact compass helps us track progress towards achieving our Outcomes. This versatile tool illustrates how this key move contributes to the vision and plays a part in delivering on the Outcomes. It represents the impact we expect it to have on Timaru and our people. Text on the following page details the rationale behind the scores.

Objectives Summary.

Healthy Timaru

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

Loved Timaru

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

Everyday Timaru

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

Dynamic Timaru

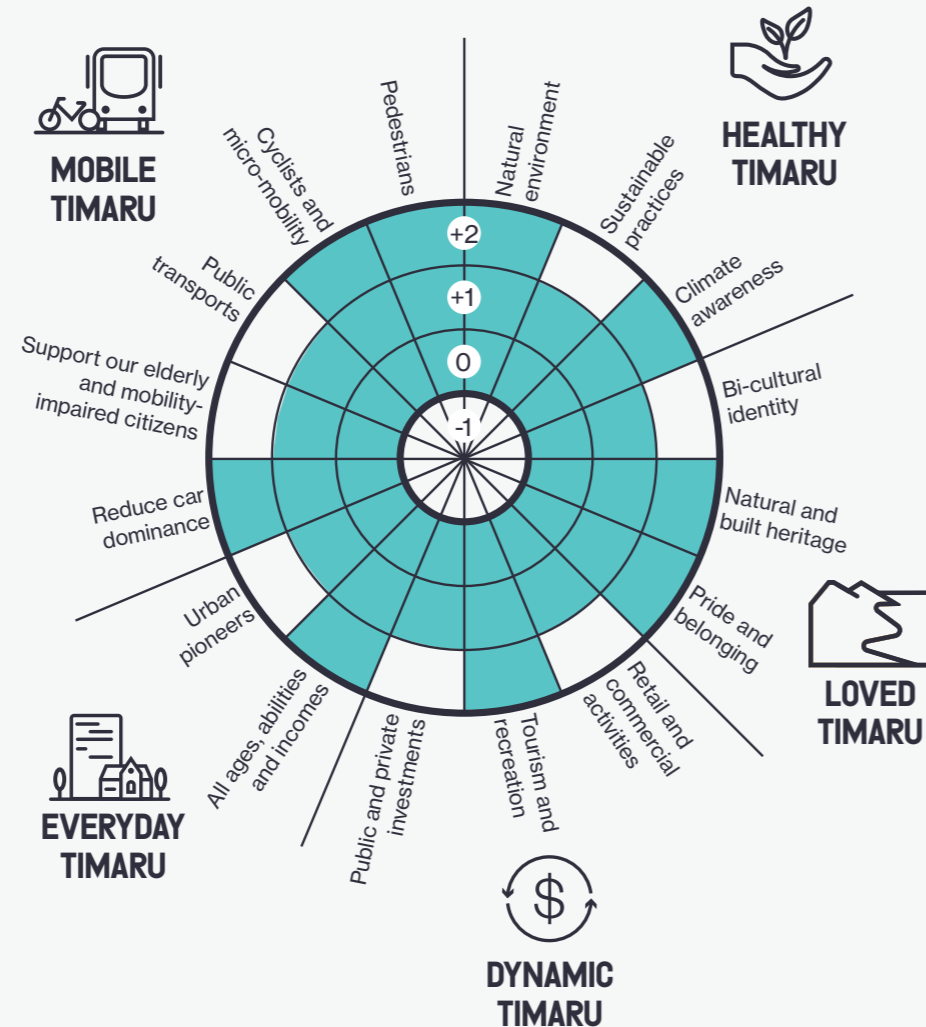
- Reinforce **retail and commercial activities**.
- Develop **tourism and recreational opportunities**.
- Align **public and private investments** and initiatives.

Mobile Timaru

- 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.

Score

- 1 Negative impact resulting in degradation from current conditions
- 0 No impact
- +1 Some positive impact resulting in temporary or limited progress
- +2 Long lasting and transformative impact



SCORE REASONING

Healthy Timaru

- Supports biodiversity with ecological corridors and native plants
- Encourages active modes reducing carbon emissions and noise
- More active residents = healthier people
- Addresses stormwater run-off and introduces visible indicators for water quality in the coastal environment

Loved Timaru

- Celebrates the shoreline and the relationship to the sea
- Storytelling and placemaking opportunities
- Better integration between centre and port
- Storytelling and place naming
- Activities for all ages and abilities, for locals and visitors

Mobile Timaru

- Encourages active modes reducing carbon emissions and noise
- Safe routes for people on foot and bikes
- Better wayfinding
- Improves connectivity to and through the centre

Everyday Timaru

- Routes can be used by locals and visitors alike
- Access to recreation

Dynamic Timaru

- Better integration between centre and port
- Food and beverage opportunities along the shore
- Opportunities for new activities e.g bike or kayak hire in Caroline Bay creating jobs
- Supports better integration between centre and Caroline Bay encouraging people to spend more time in both locations

BENCHMARKING

Taumanu Reserve Bridge Onehunga, New Zealand

Like Timaru, Onehunga was once cut off from its culturally significant bay - in this instance with the extension of a new motorway. Fast forward nearly half a century and the suburb has been reconnected to its coastal edge through the construction of the Taumanu Reserve Bridge. This low, elegant structure has been designed to provide access for both cyclists and pedestrians to a recreated harbour edge where places for people and habitats for flora and fauna have been re-established.



Bostanlı Bridge & Lounge Karsiyaka, Turkey

These two architectural interventions form the completion of a continuous coastal promenade in the city of Karsiyaka, Turkey. Bostanlı Footbridge provides pedestrian connection across the mouth of a creek whilst Bostanlı Sunset Lounge invites city residents to linger at the water's edge and experience a direct connection with the sea and setting sun. Both precedents act as good examples of ways to reconnect a urban area to it's coastline.



New Plymouth Coastal Edge

A place to promenade and linger by the sea



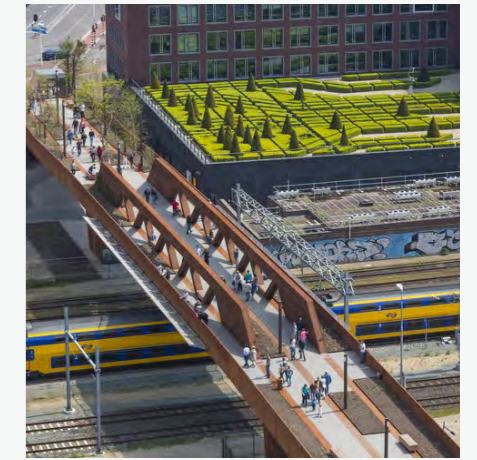
The Goods Line, Sydney

Elevated park along a disused rail corridor.



Bicycle Bridge, Copenhagen

Connecting cycle trails across existing urban infrastructure



The Paleisbrug S-Hertogenbosch, Netherlands



Kumutoto, Wellington

Pedestrian movement at the waters edge and celebration of the historic waterway's connection to the harbour.

WELCOME HOME HOKI MAI



ENABLE MIXED-USE TO INVITE URBAN LIVING

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

Consolidate retail to maximise the boutique shopping experience, and increase the capacity for viable inner CityTown residential options. Provide diversity and choice for new urban pioneers—workers, entrepreneurs, creatives, retirees and the like, with pilot projects and partnerships that lead the way in new building typologies and conversions. Segmenting the mainstreet spine into compact walkable distances, reducing the number of on-street parking, and consolidating off-street parking in strategic locations will help define distinctive compact quarters with a greater mix and variety of shopping, leisure and attractions.

This key move will:

- Support finer grain retail
- Unlock residential opportunities
- Enable reuse of character and heritage buildings
- Improve mobility in the centre
- Encourage the private sector to invest in the centre

WELCOME HOME HOKI MAI IDEAS

Ideas are aspirational. They will be refined and prioritised following trials, stakeholder engagement and further detailing over the next few years. This map does not intend to list all potential ideas, but rather help us visualise what the big change could be made up of.

Once refined through the tactical process, some of these ideas will be translated into concrete actions and implemented over time.

Support finer grain retail.

- 1 Enhance existing laneways
- 2 Explore mid-block connections
- 3 Encourage independent retail
- 4 Activation and pop-up solutions in vacant shops
- 5 Enable the Royal Arcade's mixed use/adaptive re-use

Unlock residential opportunities.

- 6 Pilot residential at ground floor & live/work opportunities
- 7 Special 'amenity' typologies
- 8 Area of influence for inner CityTown residential types

Enable reuse of character and heritage buildings.

- 9 Support EPB strengthening and adaptive reuse (EPB toolkit)
- 10 Landmark buildings – priority conversion projects

Improve mobility in the centre.

- 11 Enable MyWay route and stops
- 12 Utilise off-street carparking + wayfinding
- 13 Potential future passenger rail and transport hub.
- 14 Reduce the number of on-street carparks and increase cost



IMPACT COMPASS

The impact compass helps us track progress towards achieving our Outcomes. This versatile tool illustrates how this key move contributes to the vision and plays a part in delivering on the Outcomes. It represents the impact we expect it to have on Timaru and our people. Text on the following page details the rationale behind the scores.

Objectives Summary.

Healthy Timaru

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

Loved Timaru

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

Everyday Timaru

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

Dynamic Timaru

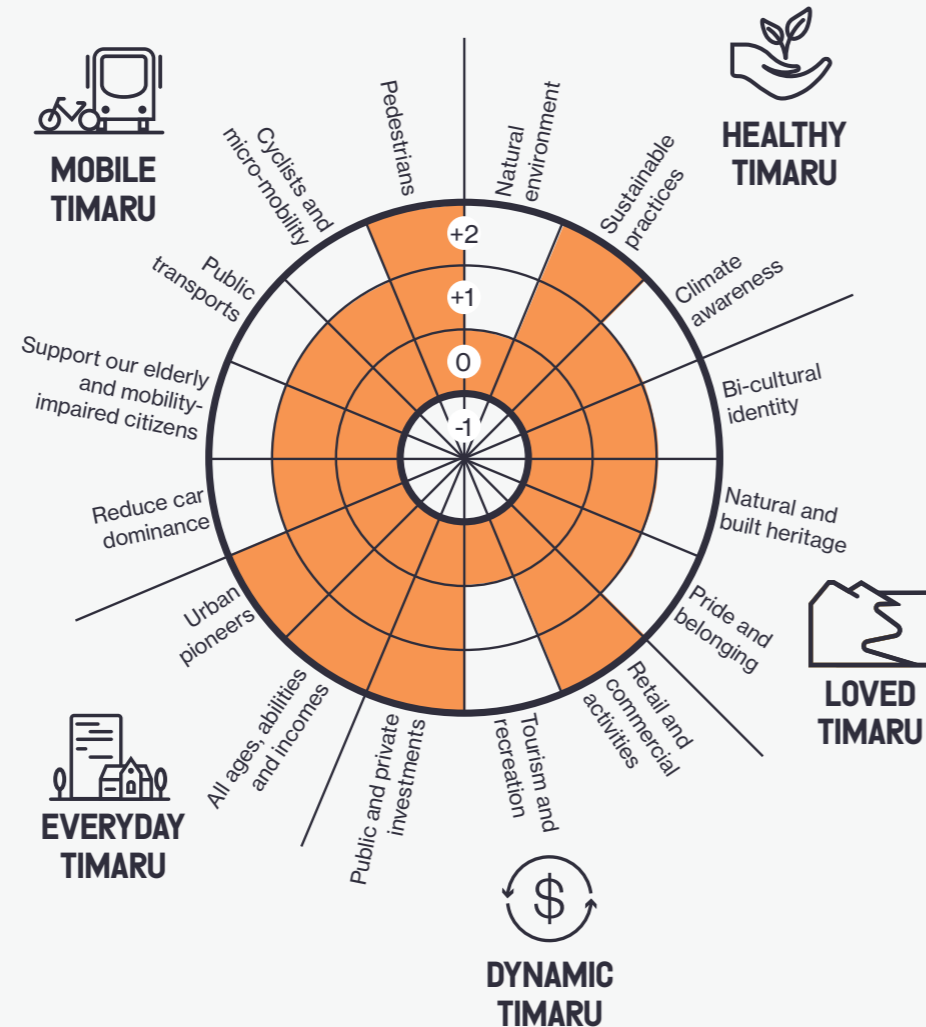
- Reinforce **retail and commercial activities**.
- Develop **tourism and recreational opportunities**.
- Align **public and private investments** and initiatives.

Mobile Timaru

- 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.

Score

- 1 Negative impact resulting in degradation from current conditions
- 0 No impact
- +1 Some positive impact resulting in temporary or limited progress
- +2 Long lasting and transformative impact



SCORE REASONING

Healthy Timaru

- Walkable centre
- Streetscape upgrades to support different cluster of activities

Loved Timaru

- Encourages reuse of heritage buildings

Mobile Timaru

- Walkable centre
- Rethinks parking to support access by car and increase access for other modes
- Enhances public transport experience and priority

Everyday Timaru

- New residential opportunities in vacant buildings (retrofit) or new developments on the terrace, vacant spaces or integrated with offstreet carpark sites
- Mixed use with services supporting resident community
- Walking catchment with everything within 10min walk
- Diversity of typologies to meet different needs

Dynamic Timaru

- Consolidates retail to create shopping destination and keep intensity
- Reuses vacant buildings and propose more diverse activities beyond retail
- More jobs and diverse economic activities
- Supports and creates investor confidence in seismic strengthening for viable conversion unlocking redevelopment of certain sites

BENCHMARKING

Cutlery Works

Sheffield, United Kingdom

A great example of adaptive reuse retail. A decrepit former cutlery factory reimaged as a food hall. Now highly popular, the design showcases the history of the structure - gritty brick facades and worn steel trusses exposed and celebrated to create an appealing dining experience.



Vinegar Lane

Auckland, New Zealand

Vinegar Lane addresses the question of how to undertake urban intensification in a New Zealand context. The solution is based on careful attention to Auckland's inner city fringe: fine-grained light-industrial development with up to 100 per cent site coverage and small lots set into tight street networks. Vinegar Lane is essentially a 'subdivision' - the first in Ponsonby for 100 years - but it's a subdivision based around flexible, ground-up city building on individual freehold lots. It offers an authentic model for low-rise intensification.



Bohouse, Middlesbrough

Work/live units part of Boho quarters



Borneo-Sporenburg - West 8 Amsterdam

Unique medium density housing and interestingly subdivided sections with a retained character.



Bernard Work, London

12 'tethered' affordable residential units for commercial occupiers



Te Pā Tāhuna Gorge Road, Queenstown, New Zealand

Mixing apartments with live-work commercial spaces this development is set to create a vibrant community living, working and playing in the heart of Queenstown.

THE HEART WITHIN TE NGĀKAU A IWI



CULTIVATE A STRONG CULTURAL CORE

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

Cultivate a cultural core: a place that uniquely brings together art, theatre, heritage, makers and creatives. A core showcasing Timaru's generosity to care for locals, welcome visitors and attract new residents.

'The Heart Within' connects existing and future cultural and civic anchors through high amenity pedestrian streets and spaces, encouraging people to inhabit the centre longer and more often. It aims at sustaining a constant vibrancy for the centre all year round, extending activities beyond retail and hospitality. It allows future flexibility to insert new cultural and civic buildings within this framework as the centre grows and its role in the district evolves.

This key move will:

- Enhance vibrant streets and open spaces
- Strengthen cultural and civic anchors

THE HEART WITHIN TE NGĀKAU A IWI IDEAS

Ideas are aspirational. They will be refined and prioritised following trials, stakeholder engagement and further detailing over the next few years. This map does not intend to list all potential ideas, but rather help us visualise what the big change could be made up of.

Once refined through the tactical process, some of these ideas will be translated into concrete actions and implemented over time.

Enhance vibrant streets and open spaces.

- 1 Concentrate nightlife activity and outdoor dining
- 2 Grow market along the street and create urban play streets
- 3 Potential one-way or pedestrian street to free up more space. Could consider dynamic on-street carparking (restricted to periods of day or week)
- 4 All weather facilities
- 5 New and greener outdoor public spaces

Strengthen cultural and civic anchors.

- 6 Catalyst developments: Food, Art and culture experience within the heart
- 7 Pop-up / permanent creative community space (library, te ara, gallery etc) and/or potential youth space
- 8 Potential enterprise market hall 'all under one roof'



IMPACT COMPASS

The impact compass helps us track progress towards achieving our Outcomes. This versatile tool illustrates how this key move contributes to the vision and plays a part in delivering on the Outcomes. It represents the impact we expect it to have on Timaru and our people. Text on the following page details the rationale behind the scores.

Objectives Summary.

Healthy Timaru

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

Loved Timaru

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

Everyday Timaru

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

Dynamic Timaru

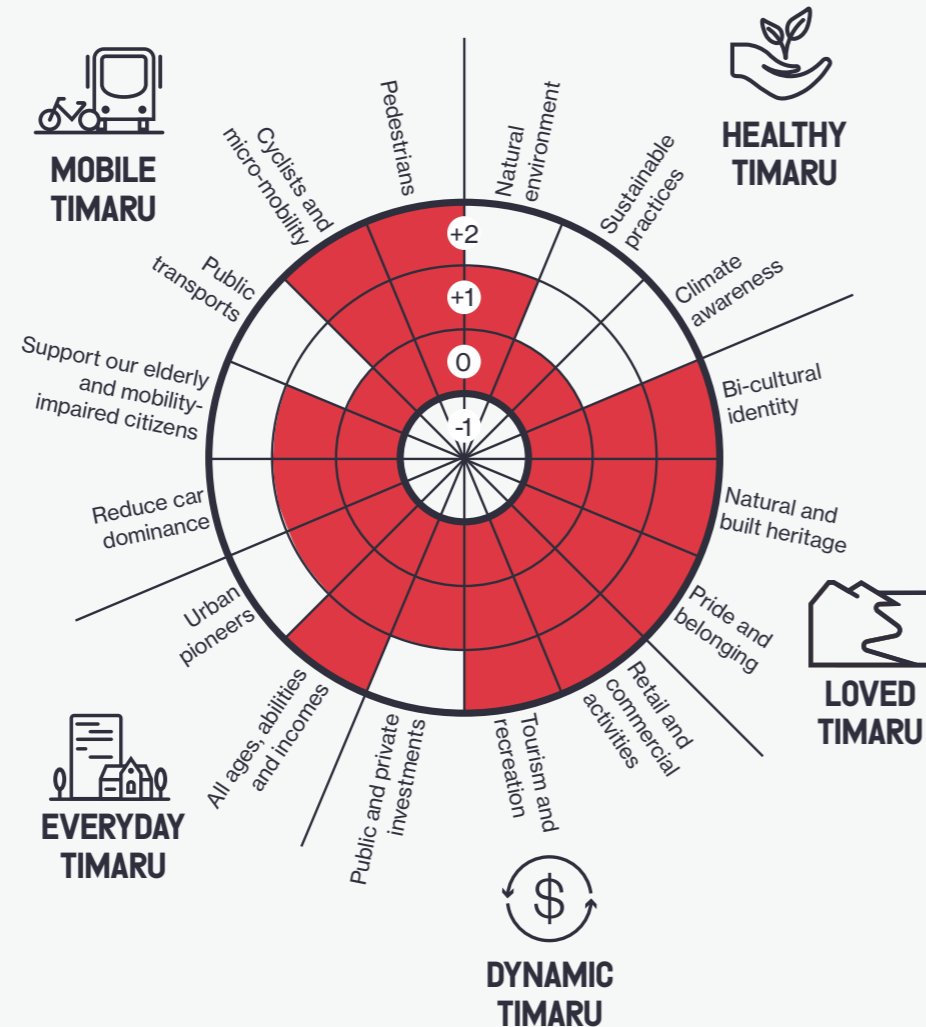
- Reinforce **retail and commercial activities**.
- Develop **tourism and recreational opportunities**.
- Align **public and private investments** and initiatives.

Mobile Timaru

- 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.

Score

- 1 Negative impact resulting in degradation from current conditions
- 0 No impact
- +1 Some positive impact resulting in temporary or limited progress
- +2 Long lasting and transformative impact



SCORE REASONING

Healthy Timaru

- High quality public spaces

Loved Timaru

- Celebrate and reuse heritage buildings
- Heart of the community inviting for all
- Placemaking
- Well known and identifiable destination
- In-between spaces: community art/youth venues in the centre

Mobile Timaru

- High quality pedestrian environment
- Permeable street network
- Better wayfinding
- Laneways, finer grain and pedestrian oriented environments

Everyday Timaru

- Destinations for locals, with always something going on - activity after hours, on weekends and through the seasons

Dynamic Timaru

- Supports development of the creative industry and attraction of active professionals
- Entertainment and leisure activities for locals, nightlife and weekends activities
- Support hospitality industry – concentration of activity e.g. market hall/under one roof
- Partnership model for adaptive reuse of heritage buildings

BENCHMARKING

Wharf Street Tauranga, New Zealand

This newly established 'eat street' in Tauranga CBD is a clear example of a high amenity urban precinct. Covered and uncovered outdoor dining opportunities, well defined pedestrian movement clearways, and an inviting urban aesthetic combine to create a vibrant central city street that balances the tension between private dining, public use and movement.



Creative Quarter Folkeston, United Kingdom

Local arts charity, Creative Folkestone, have restored 90 buildings and look after around 80 flats, 115 studios and offices and over 50 shops in the historic heart of this English port town. The result is a hive of creative industry, an intriguing retail experience and a thriving town centre.



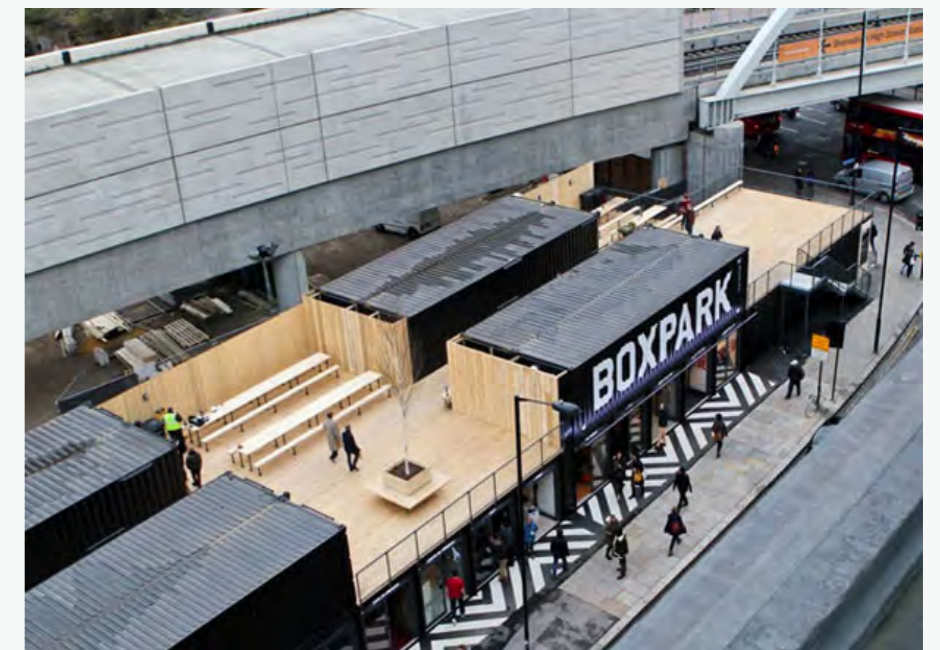
Market hall, Wakefield
Community arts centre



Revolutsia, Kansas
Outdoor common space in the heart of the city



Markethall, Northstowe
Entrepreneurial hub for retail, leisure and a new type of working environment.



Box park, London
Outdoor adaptable eating and fine grain retail

05

NEXT STEPS



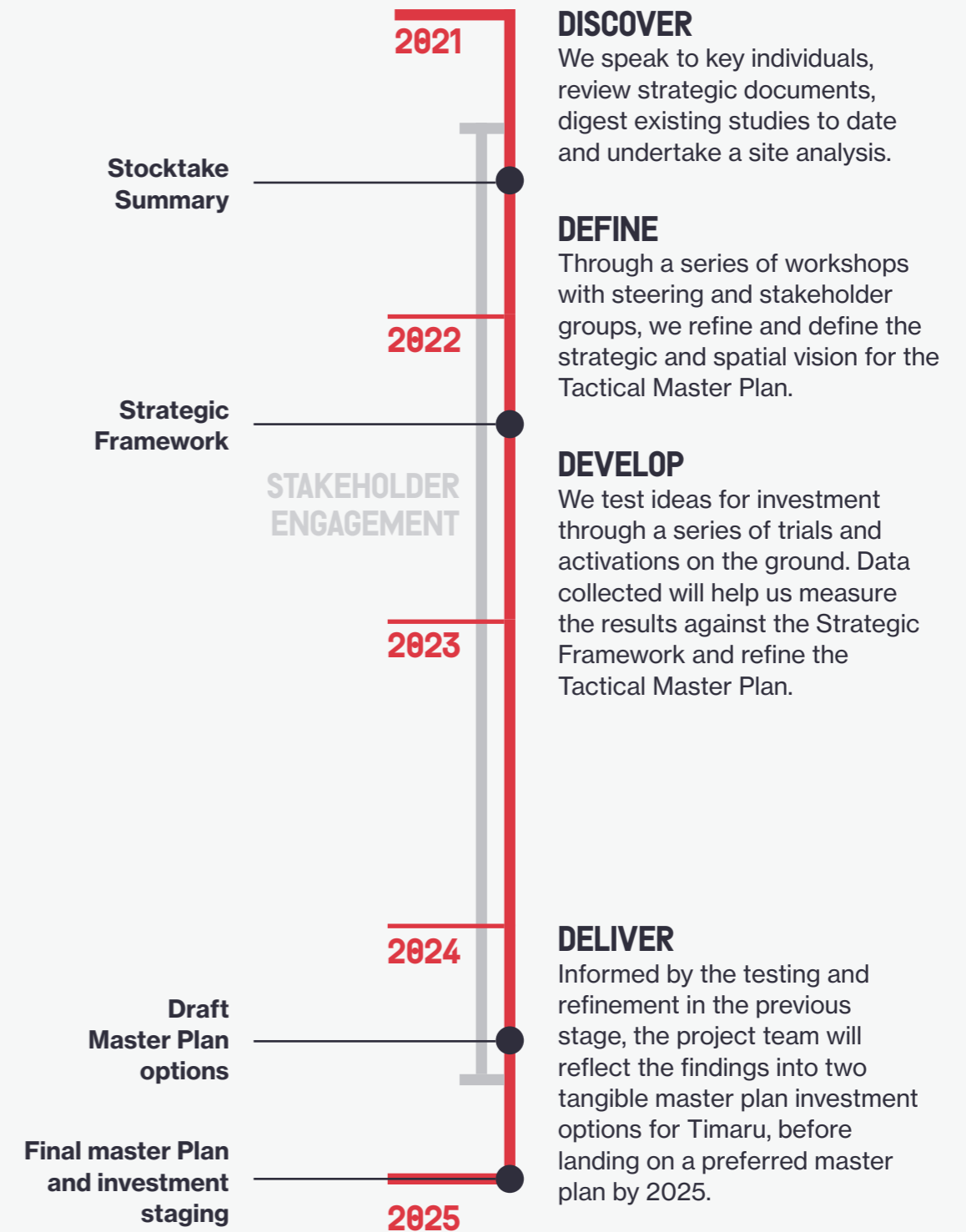
THE TACTICAL MASTER PLAN

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.



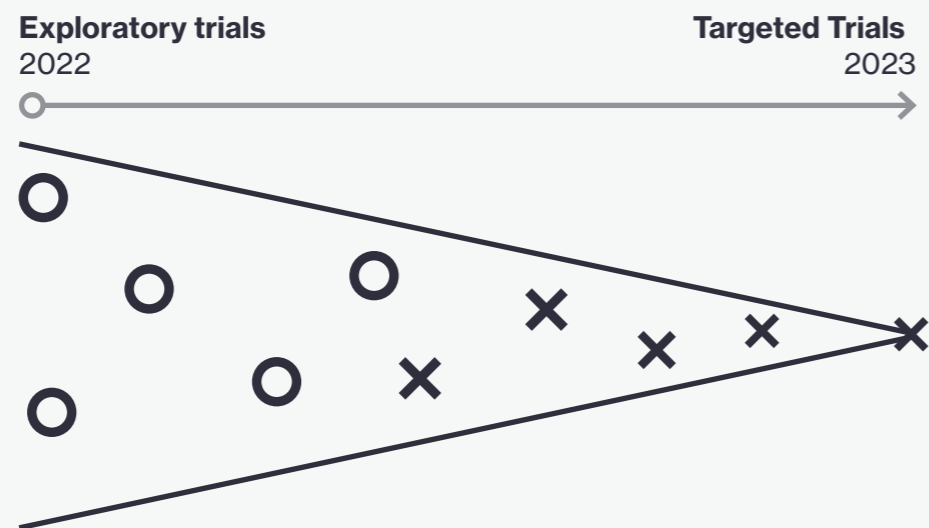
Exploratory trial objectives

- 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.

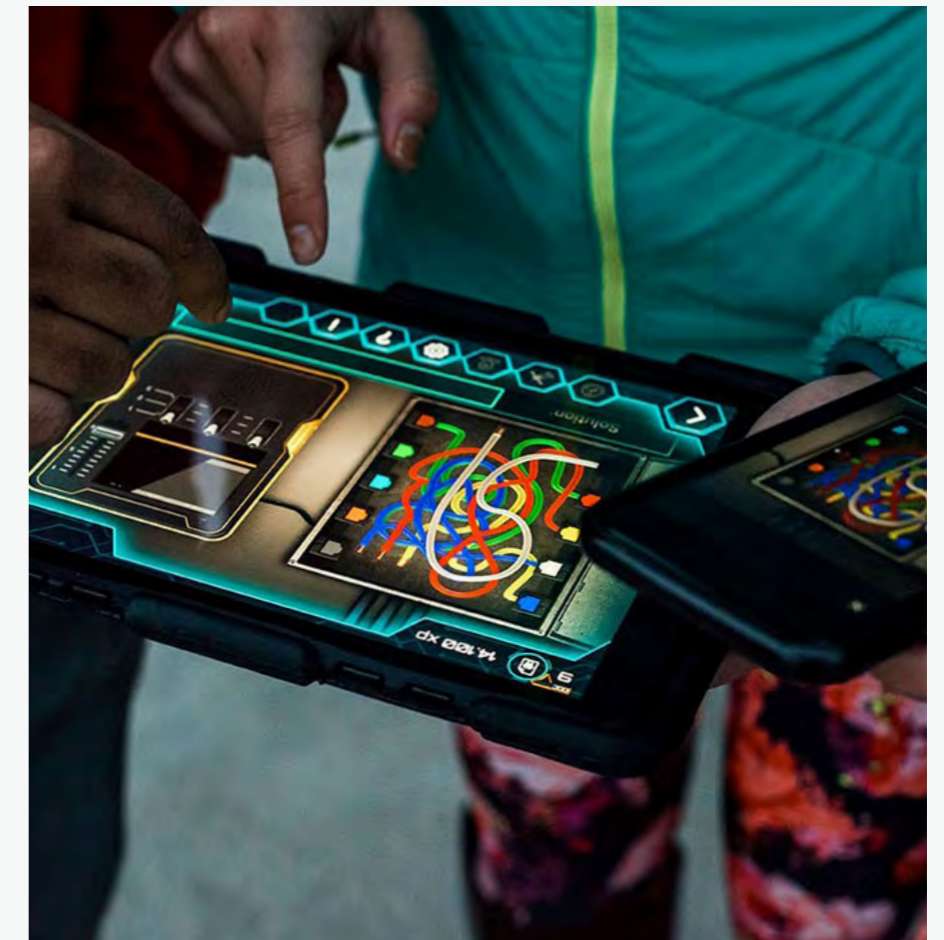


Strathallan Corner.

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

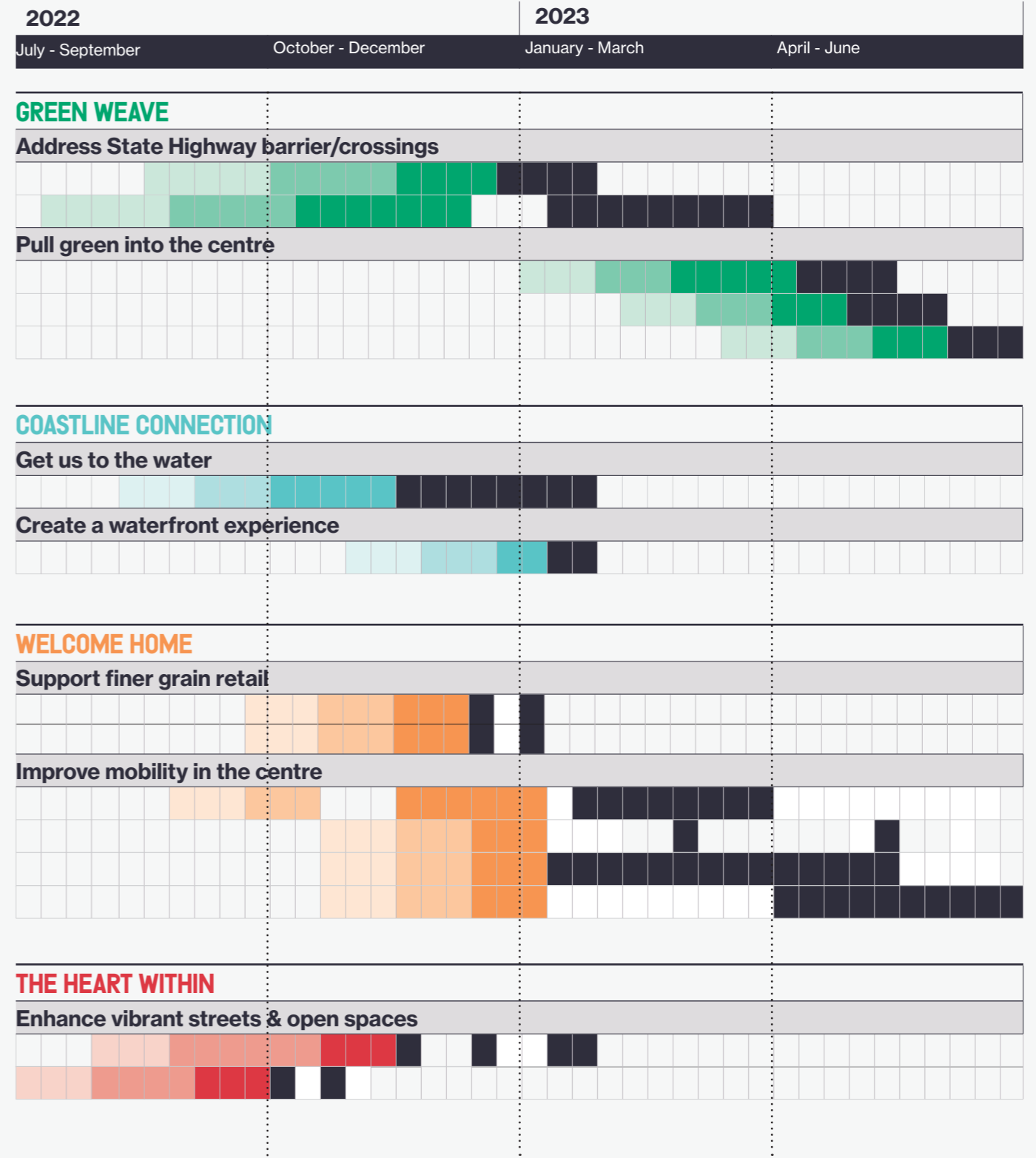


GREEN WEAVE					
Address State Highway barrier/crossings					
North St/Arthur St	1a/1b		●		
Bay Hill & Sefton St intersection	2		●		●
Pull green into the centre					
Strathallan St Greenway	3	●			●
Station St Greenway	4				●
George St Greenway	5				●

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.

DELIVERY TACTICS

On pages 92-93 a long list of possible projects was identified to address the four Key Moves over a 30 to 50 year vision, as represented on this plan. The timeframe of the anticipated CityTown Master Plan is 10-15 years.

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 which is \$34.6m. 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 scenarios are indicative at this stage in order to initiate the conversation with our community about strategic prioritisation and early wins. Over the next 18 – 24 months these will be refined, through community and stakeholder engagement (including the Trials) and technical data and modelling, to produce two Options for community consultation through the Long Term Plan 2024 – 34.



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 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 key 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

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





CITY AND TOWN COMPARISONS

Timaru is not the only city in Aotearoa New Zealand facing economic, demographic and environmental challenges. Looking around the country, other towns and cities set themselves on a regeneration journey to address common threats and reinvent themselves for the 21st century. Each place presents a unique character and history, and local councils have or will adopt different approaches suited for the uniqueness of their place and people – there is not a 'one size fits all' solution. We can however learn from each others and keep an eye out for innovative initiatives that could be adapted to benefit Timaru CityTown now or in the future.

- Yes
- Partially / Existing infrastructure no longer in operation
- No / None
- * No data / N.A





	Ashburton	Oamaru	Dunedin	Gisborne	Hobart (Aus)	Invercargill	Masterton	Napier	Nelson	New Plymouth	Timaru	Whanganui
NATURAL ENVIRONMENT												
Coastal city/town	—	●	●	●	●	●	—	●	●	●	●	●
Direct access from the centre to the water	—	●	—	○	●	—	—	●	●	—	○	●
Premier park within/directly adjacent to centre	●	○	○	●	●	●	●	—	●	●	●	●
Infrastructure (ie rail or motorway) severing centre from natural environment	●	●	●	●	●	●	●	●	●	●	●	●
IDENTITY												
Heritage buildings/character in centre	○	●	●	○	●	○	○	●	●	○	●	●
Earthquake prone buildings in centre	●	—	—	○	*	●	●	—	●	○	●	—
HNZ recognised sites of Māori cultural significance within centre	—	—	●	—	*	—	—	—	—	●	—	—
MOBILITY												
Passenger rail	○	○	○	○	○	○	●	○	○	○	○	○
Airport (regional/domestic)	—	—	●	●	●	●	—	●	●	●	●	●
Established cycle network	—	—	●	—	—	—	—	●	○	○	—	—
Less than 1% of 2018 district population commute to work by public transport	●	●	—	●	—	●	●	●	●	●	●	●
ECONOMY												
Port	—	○	●	●	●	●	—	●	●	●	●	●
Primary industries accounting for more than 30% of GDP (district wide)	●	●	●	—	—	—	—	—	—	●	●	—
2019 annual district/city tourism expenditure above \$300m	—	—	●	—	●	—	—	●	●	●	—	—
LIVING												
Population between 20,000-40,000	●	—	—	●	—	—	●	—	—	—	●	—
Static district population growth projections	—	●	●	—	—	●	—	—	—	—	●	—
Aging district population (more than 1/5 over 65)	—	●	—	—	—	—	●	●	○	—	●	●
PLANS AND STRATEGIES												
Town/City Centre Strategy	●	—	●	—	●	●	●	●	●	●	●	●

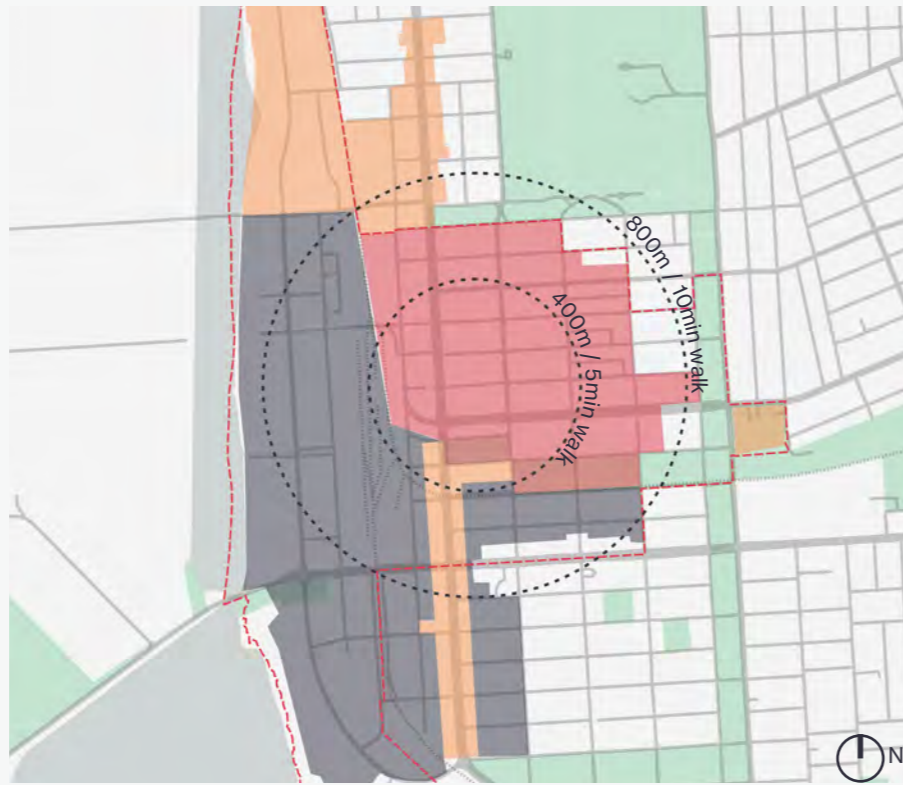
TIMARU

- Total city population 28,600
- Centre population 405
- Population within 400m of centre 54
- Population within 800m of centre 1,128
- Density within 400m of centre 1.13 dw/ha
- Density within 800m of centre 4.43 dw/ha
- City/Town Centre Zone ■
- Business or Mixed-Use zone excluding centre ■
- Industrial zone ■
- Statistical area






INVERCARGILL

Total city population	54,204
Centre population	1,365
Population within 400m of centre	96
Population within 800m of centre	966
Density within 400m of centre	0.89 dw/ha
Density within 800m of centre	0.67 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Industrial zone	
Statistical area	



OAMARU

Total city population	13,850
Centre population	294
Population within 400m of centre	312
Population within 800m of centre	1,452
Density within 400m of centre	2.09 dw/ha
Density within 800m of centre	4.28 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Statistical area	



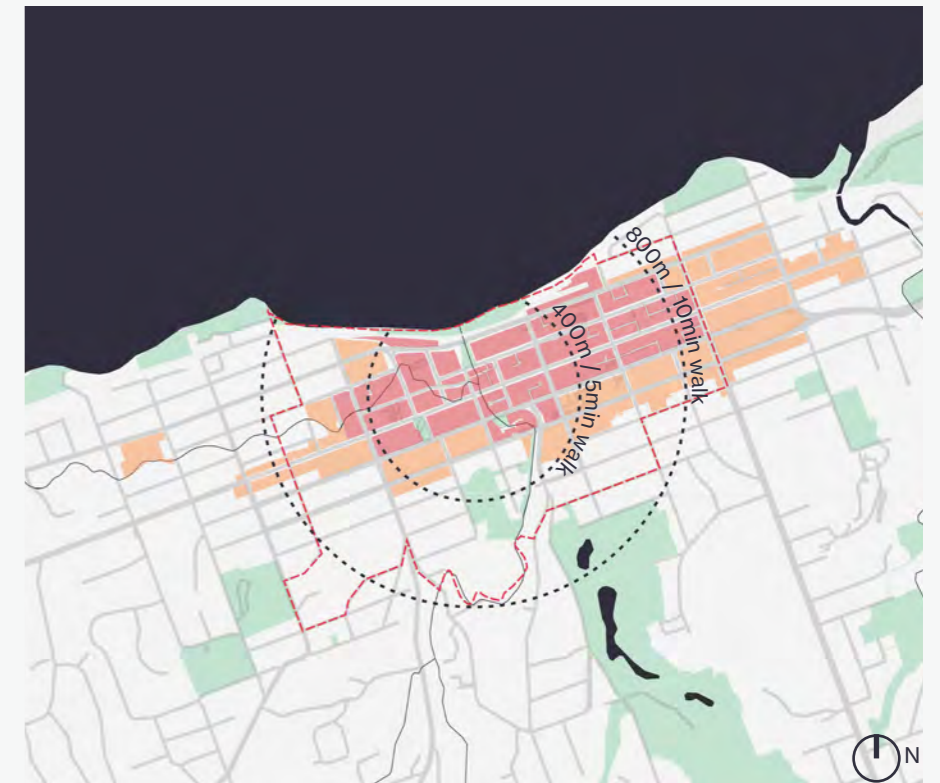
NAPIER

Total city population	62,241
Centre population	420
Population within 400m of centre	258
Population within 800m of centre	2,268
Density within 400m of centre	2.40 dw/ha
Density within 800m of centre	5.96 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Industrial zone	
Statistical area	







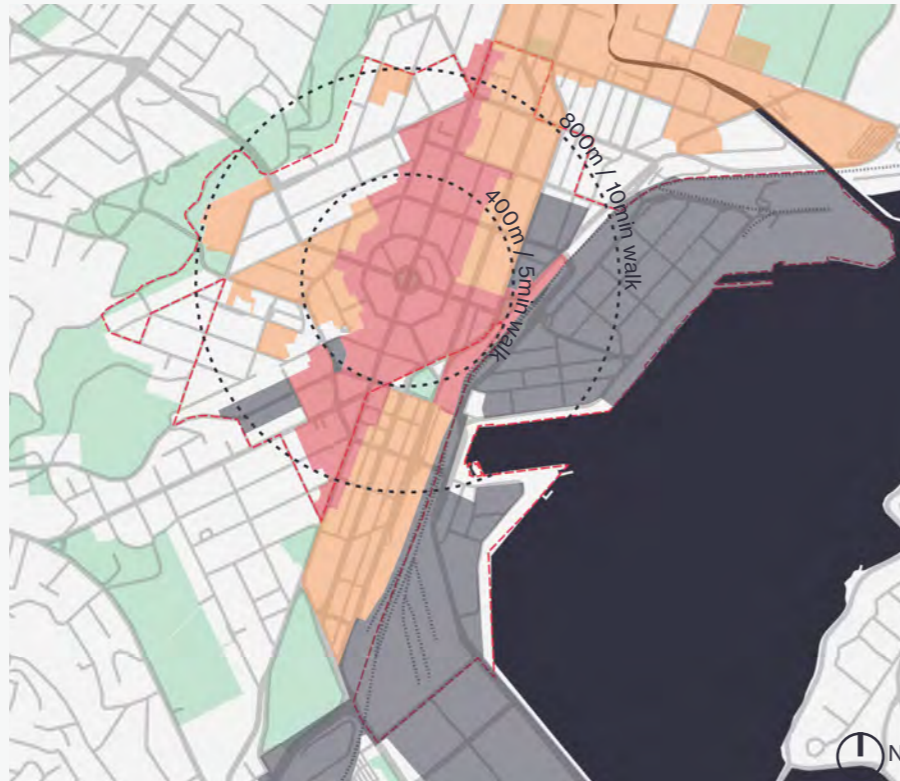
NEW PLYMOUTH

Total city population	58,400
Centre population	1,110
Population within 400m of centre	198
Population within 800m of centre	1,476
Density within 400m of centre	2.76 dw/ha
Density within 800m of centre	5.01 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Statistical area	







DUNEDIN

Total city population	126,255
Centre population	1,962
Population within 400m of centre	765
Population within 800m of centre	4,467
Density within 400m of centre	5.58 dw/ha
Density within 800m of centre	5.50 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Industrial zone	
Statistical area	






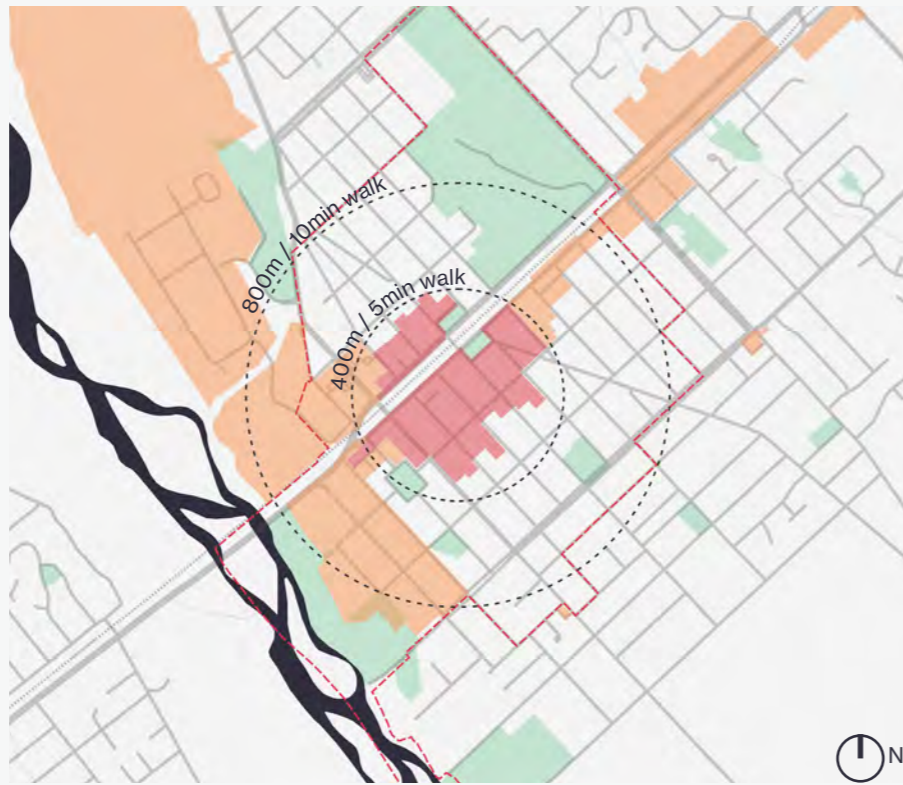
GISBORNE

Total city population	34,274
Centre population	300
Population within 400m of centre	213
Population within 800m of centre	1,680
Density within 400m of centre	0.98 dw/ha
Density within 800m of centre	4.30 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Industrial zone	
Statistical area	






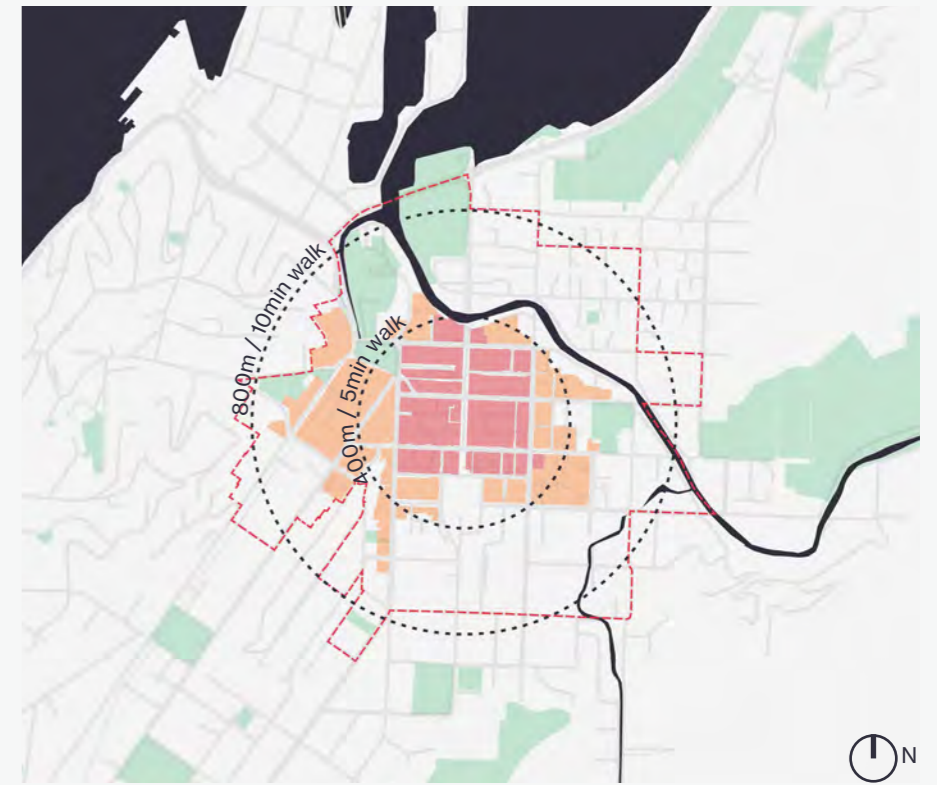
ASHBURTON

Total city population	20,500
Centre population	141
Population within 400m of centre	375
Population within 800m of centre	2,485
Density within 400m of centre	13.52 dw/ha
Density within 800m of centre	10.67 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Statistical area	



NELSON

Total city population	50,880
Centre population	675
Population within 400m of centre	183
Population within 800m of centre	2,805
Density within 400m of centre	2.61 dw/ha
Density within 800m of centre	5.76 dw/ha
City/Town Centre Zone	
Business or Mixed-Use zone excluding centre	
Statistical area	



MEASURES TEMPLATES

This template is for developing targeted measures and associated data capture methods specific to Timaru CityTown, that align with outcomes in the Strategic Framework. Where baseline data and methods exist- they may be tested for their efficacy in achieving the CityTown vision, with a clear record of whether those methods will be repeatable or replaced, and who will take responsibility to ensure this occurs.



Objective	Category	Measures		Priority	Baseline data				Target		Responsibility
		Qualitative	Quantitative		Source	Date	Data type	Method of collection	Updated or developed target	Method of collection	
Objective 1: Regenerate our natural environment.	Biodiversity		Number of native plants/trees in the centre	primary							
	Biodiversity		Biodiversity survey (flora & fauna)	secondary							
	Pollution		Air quality in designated areas	primary							
	Pollution		Noise levels	primary							
	Soil		ratio of green spaces in the centre (inc private and public)	secondary							
	Soil		ratio or permeable surfaces in the centre (inc private and public)	secondary							
	Sustainability		Greenhouse gas emissions	primary							
	Water quality	Quality and performance of stormwater infrastructure		Quality and performance of stormwater infrastructure	primary						
	Water quality			Water quality in Caroline Bay	secondary						
Water quality			Water quality in waterways	secondary							
Objective 2: Adopt sustainable practices to reduce environmental impact.	Carparking		Number of e-charging stations	primary							
	Sustainability		Share of renewable energies	primary							
	Sustainability		Waste and recycling targets	primary							
Objective 3: Raise climate and environmental awareness.	Events	Feedback from climate and eco oriented events	Attendance at climate and eco oriented events	secondary							
	Retail and business		% commercial operations aligned to ethical consumerism including eco consumerism	secondary							
	Signage	Educative / interpretive signage about natural environment, habitat etc		secondary							

MEASURES TEMPLATES

This template is for developing targeted measures and associated data capture methods specific to Timaru CityTown, that align with outcomes in the Strategic Framework. Where baseline data and methods exist- they may be tested for their efficacy in achieving the CityTown vision, with a clear record of whether those methods will be repeatable or replaced, and who will take responsibility to ensure this occurs.



Objective	Category	Measures		Priority	Baseline data				Target		Responsibility
		Qualitative	Quantitative		Source	Date	Data type	Method of collection	Updated or developed target	Method of collection	
Objective 1: Express our bi-cultural identity.	Artwork		Number of Māori artworks / storytelling signs in the centre	primary							
	Community	Feedback from Te Rūnanga o Arowhenua, visible identity, sense of pride and belonging, cultural awareness, appropriate and respectful representation		primary							
	Events	Events celebrating māori culture and stories		secondary							
	Māori names and/or dual place naming	Māori or dual naming of open space, buildings and facilities		primary							
	Māori names and/or dual place naming		Ratio of Māori street names vs English	secondary							
	Signage		Bi-language signage and wayfinding in place	primary							
Objective 2: Celebrate our natural and built heritage	Buildings		Number of strengthened earthquake prone buildings	primary							
	Buildings	Heritage facades, features preserved	Number of retrofitted/repurposed heritage buildings	primary							
	Events		number of events initiated by the community	secondary							
Objective 3: Strengthen our community's sense of pride and belonging	Artwork	Art installations (popular and appropriate)	Number of art installations	secondary							
	Community	Feedback from community and cultural groups		primary							

MEASURES TEMPLATES

This template is for developing targeted measures and associated data capture methods specific to Timaru CityTown, that align with outcomes in the Strategic Framework. Where baseline data and methods exist- they may be tested for their efficacy in achieving the CityTown vision, with a clear record of whether those methods will be repeatable or replaced, and who will take responsibility to ensure this occurs.



Objective	Category	Measures		Priority	Baseline data				Target		Responsibility
		Qualitative	Quantitative		Source	Date	Data type	Method of collection	Updated or developed target	Method of collection	
Objective 1: Create a better pedestrian experience.	Pedestrians		Number of people walking to / in the centre (movement, activity, frequency and duration of stay)	primary							
	Pedestrians		Number of pedestrian priority crossings	secondary							
	Pedestrians		Area of high quality pedestrian space	primary							
	Pedestrians	feedback from the community about satisfaction with pedestrian environment (Feedback from CCS Disability action, Senior Citizens, Age Concern, Grey Power etc re accessibility, safety, shelter etc)		primary							
	Signage	High quality wayfinding for pedestrians		primary							
	Safety		Number of road deaths and serious injuries involving pedestrians	primary							
	Safety		Accidents/incidents reported to police, DHB, council involving pedestrians	primary							
Objective 2: Increase the number of people cycling and using micro-mobility	Cycling & micro-mobility		Number of people cycling to / in the centre	primary							
	Cycling & micro-mobility		Length of dedicated cycle infrastructure	primary							
	Cycling & micro-mobility		Number of cycle parking available in the centre	primary							
	Cycling & micro-mobility	Bylaws and policies allowing micro mobility in the centre (skateboards, rollerblade, e-scooters etc)		primary							
	Cycling & micro-mobility	Satisfaction of cyclists with cycling infrastructure (safety, comfort, provision etc)		secondary							
	Cycling & micro-mobility		Provision of cycle / micro mobility hire services in the centre	primary							
	Signage	High quality wayfinding for cyclists		primary							
	Safety		Number of road deaths and serious injuries involving cyclists / micro-mobility	primary							
	Safety		Accidents/incidents reported to police, DHB, council involving cyclists / micro-mobility	primary							
	Events	Events promoting cycling and walking		secondary							

MEASURES TEMPLATES



Objective	Category	Measures		Priority	Baseline data				Target		Responsibility
		Qualitative	Quantitative		Source	Date	Data type	Method of collection	Updated or developed target	Method of collection	
Objective 3: Increase public transport patronage.	Public Transports		MyWay usage (by age group, on-peak and off-peak)	primary							
	Public Transports	MyWay users satisfaction survey		primary							
	Public Transports		Space dedicated to public transport in the centre (stops, lanes etc)	secondary							
	Public Transports		MyWay usage (by age group, on-peak and off-peak)	primary							
	Public Transports	MyWay users satisfaction survey		primary							
	Public Transports		Space dedicated to public transport in the centre (stops, lanes etc)	secondary							
Objective 4: Support our elderly and mobility impaired citizens in accessing the centre.	Carparking		Provision of mobility carparks	primary							
	Cycling & micro-mobility		Provision of mobility scooter parks	primary							
	Public Transports	Feedback from CCS Disability action, Senior Citizens, Age Concern, Grey Power	MyWay usage amongst elderly/ mobility impaired	primary							
Objective 5: Reduce the dominance of cars.	Carparking	Access to suitable consumer parking protected and promoted	Numbers of carparks and occupancy rates (on street / off street)	primary							
	Signage	Signage directing drivers to offstreet carparks		secondary							
	Vehicles		Number of people accessing / moving through the centre by car	primary							
	Vehicles		Traffic data eg numbers, speeds etc	primary							
	Vehicles		Public space area dedicated to cars (road space and carparking)	secondary							

MEASURES TEMPLATES

This template is for developing targeted measures and associated data capture methods specific to Timaru CityTown, that align with outcomes in the Strategic Framework. Where baseline data and methods exist- they may be tested for their efficacy in achieving the CityTown vision, with a clear record of whether those methods will be repeatable or replaced, and who will take responsibility to ensure this occurs.



Objective	Category	Measures		Priority	Baseline data				Target		Responsibility
		Qualitative	Quantitative		Source	Date	Data type	Method of collection	Updated or developed target	Method of collection	
Objective 1: Reinforce retail and commercial activities in the centre	Buildings		% buildings with works underway	primary							
	Buildings		% of buildings owned by locals	secondary							
	Carparking		Provision of loading bays / delivery zones	secondary							
	Employment		Number of jobs in the centre	primary							
	Employment		Average income	secondary							
	Rent		Commercial rent average / affordability	secondary							
	Retail and business		Proportion of small scale independent retailers	primary							
	Retail and business		Centre's share of regional retail expenditure	primary							
	Retail and business		Spend data (eftpos, reported by businesses, self reported)	primary							
	Retail and business		Gross Floor area (GFA) of modern and flexible office space	secondary							
Retail and business		% of businesses owned by locals	secondary								
	Buildings		Number of new/retrofitted dwellings in the centre	primary							
Objective 2: Develop tourism and recreational opportunities	Events		Number and attendance at large scale / national events	primary							
	Events		Number and attendance at local events (participation of Timaru's diverse communities)	primary							
	Hospitality		Visitors average length of stay and total nights in accommodation	primary							
	Hospitality		Hospitality sector contribution to the district's GDP	primary							
Objective 3: Align public and private investments and initiatives	Council initiatives		Uptake of Council incentives, attendance at workshops, toolkits downloaded, email sign ups etc	primary							
	Council initiatives	User feedback re Council information, processes, people		secondary							
	Training	Training / partnership opportunities with te ara etc to boost local people employment and skills		secondary							

MEASURES TEMPLATES

This template is for developing targeted measures and associated data capture methods specific to Timaru CityTown, that align with outcomes in the Strategic Framework. Where baseline data and methods exist- they may be tested for their efficacy in achieving the CityTown vision, with a clear record of whether those methods will be repeatable or replaced, and who will take responsibility to ensure this occurs.



Objective	Category	Measures		Priority	Baseline data				Target		Responsibility
		Qualitative	Quantitative		Source	Date	Data type	Method of collection	Updated or developed target	Method of collection	
Objective 1: Attract urban pioneers to consolidate a residential population	Buildings		Number of new/retrofitted dwellings in the centre	primary							
	Buildings		Diversity of housing stock for all needs (elderly, students, families etc); dwelling size, accessibility, rent, servicing etc	primary							
	Community		residential population in the centre (ethnic groups, age, income etc)	primary							
	Rent		Residential rent average / affordability	primary							
Objective 2: Provide for all ages, abilities and incomes.	Activation		Number of activities / businesses opened after 5 and at weekend	primary							
	Activation		Attendance at events, participation in activities by diverse community	secondary							
	Public facilities		High levels of facility use	secondary							
	Public facilities	Public feedback on facilities/ amenities (ethnic groups, age, income etc)		secondary							
	Public space	Public spaces and facilities are clean, well maintained, well lit, appropriate and sufficient		primary							
	Public space	Feedback on utilisation/frequencing of place and space, reported socialisation/conversation, satisfaction etc (Feedback from local stakeholders, communities, different age groups etc)		primary							
	Public space	Appropriate play or recreational space and equipment (1) in place and (2) well utilised		primary							
	Public space	Appropriate public amenities – toilets, rubbish bins, drinking water etc- (1) in place and (2) well utilised		secondary							
	Public space	Shelter from elements and noise		secondary							
	Safety	Perceived safety (survey, self-reported)		primary							
Safety		Crime data	secondary								

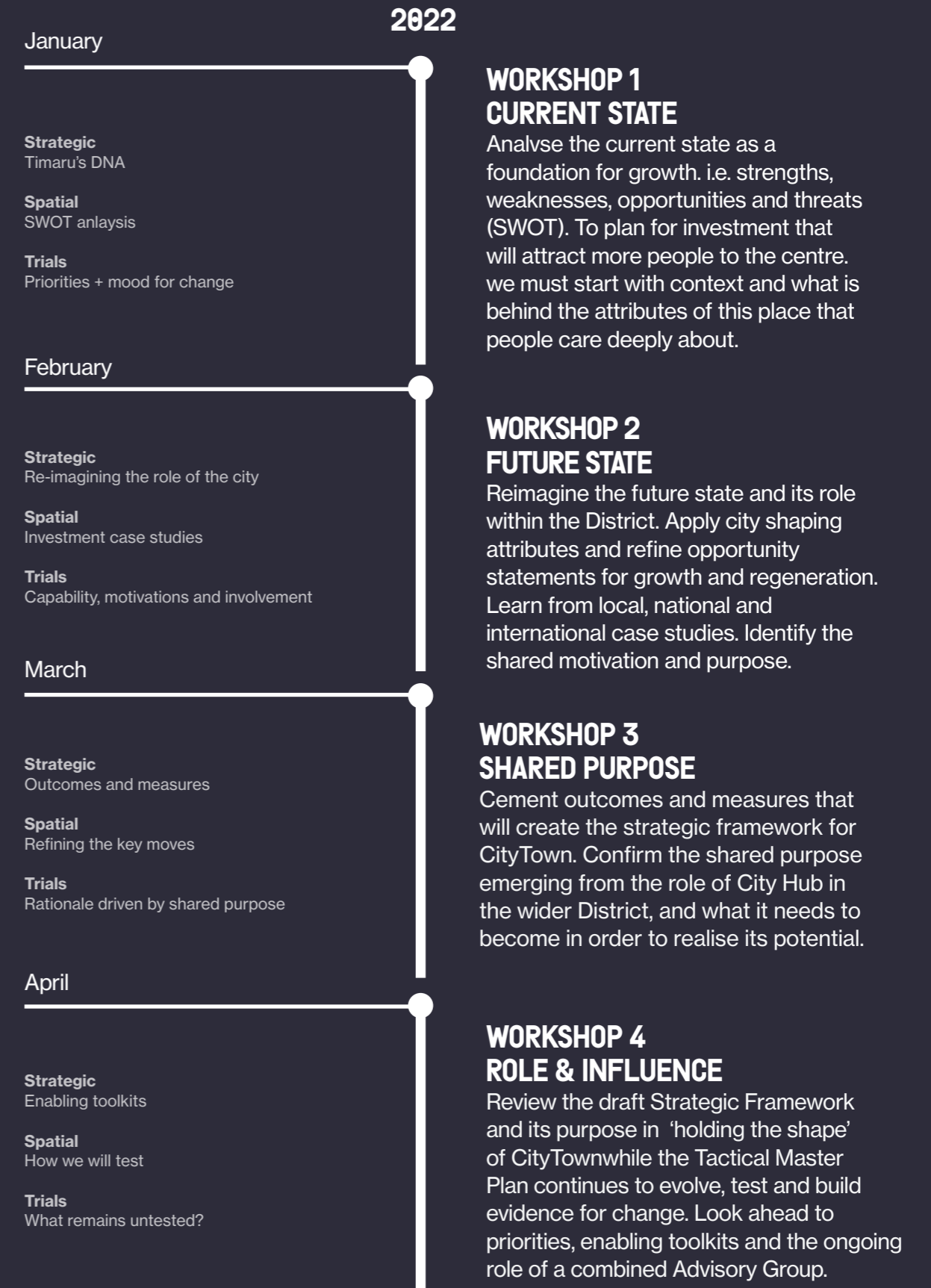
WORKSHOP SUMMARIES

ENGAGEMENT STRATEGY

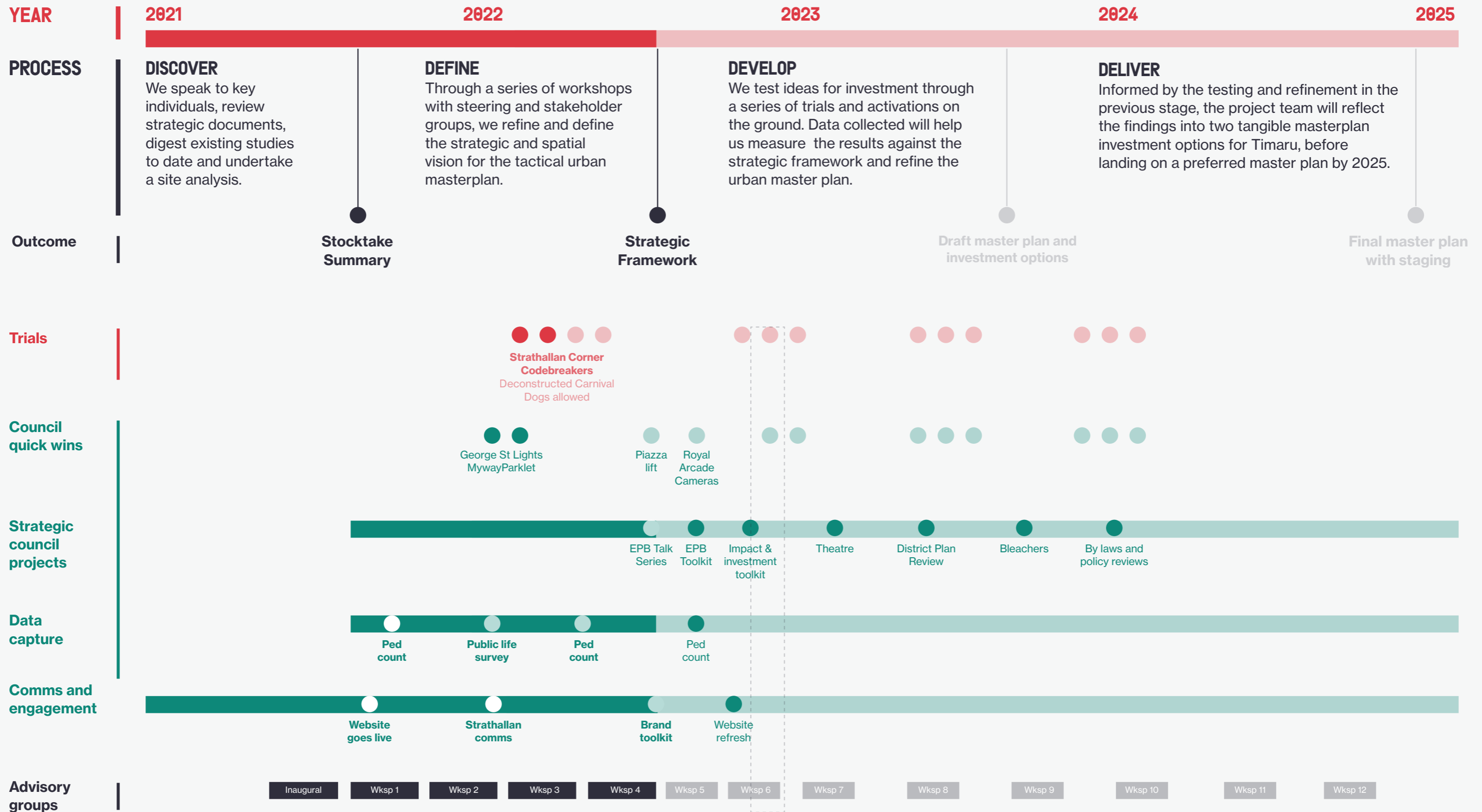
To develop CityTown's Strategic Framework a Community Advisory Group (CAG) as well as a Development and Investment Advisory Group (DIG) reviewed, refined and defined the strategic ambitions for CityTown. This was done across a series of four workshops looking at current state, future state, shared purpose and role & influence. The two groups helped set out the vision and informed the Strategic Framework as well as establishing enabling toolkits for the CityTown Strategy. They will continue to provide feedback and champion specific initiatives over the course of the next few years as we trial, test and refine ideas through the Tactical Master Plan.

WORKSHOP OVERVIEWS & STRUCTURE

This workshop series aimed to refine and define the strategic ambitions for CityTown and inform enabling toolkits in support of the CityTown Master Plan. Three out of four of the workshops were run separately for the CAG and DIG. The fourth workshop brought together both advisory groups. This summary is a combined synthesis of all the workshops.



PROCESS



WORKSHOP 1 CURRENT STATE

Purpose

Analyse the current state as a foundation for growth. i.e. strengths, weaknesses, opportunities and threats (SWOT). To plan for Investment that will attract more people to the centre. we must start with context and what is behind the attributes of this place that people care deeply about.

Location

Project Space, 184 Stafford St

Date

12&13th of January 2022

Agenda

Welcome: Introduction & purpose

Welcome and motivation to be here. Overview of the Tactical Master Planning process and participatory design with Advisory Groups across 4 workshops. Workshop one (current state), is in 3 parts: strategic, spatial and trials.

Strategic: The DNA of Timaru

Activity one: Identify the essence of this place and what first attracted people here. What is the source of Timaru's abundance and self-reliance now? Use context maps and historic photos to respond to key questions.

Activity two: What does it mean to be Timaruvian?

Spatial

Activity one: In small groups respond to key Questions relating to a series of themed maps. Test the SWOT assumptions shown (strengths, weaknesses, opportunities and threats), and expand on them.

Activity two: Report back

Trials: Focus and starting point

Activity one: Review the 'pyramid' for rationale and priorities - key questions, principles and priorities that help identify which activation trials to go for.

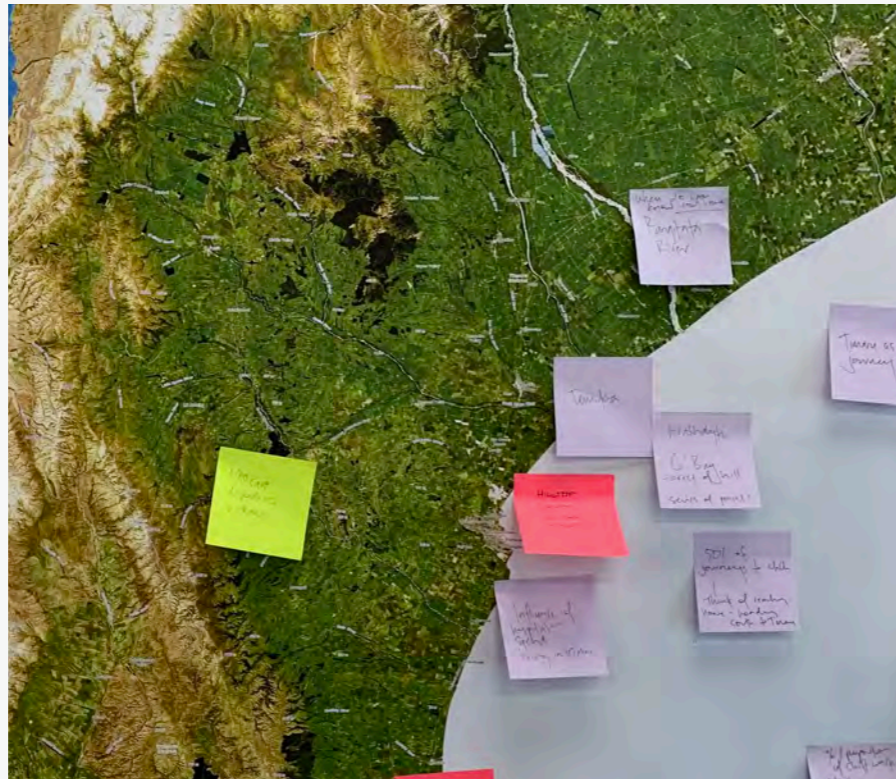
Activity two: Collectively test current scenarios and early ideas put forward by the design team to help explore the process.

PHOTOS



STRATEGIC

Through an open discussion we managed to get a good understanding of the places that are important to Timaruvians and what their motivations for the project were.



What motivates you to be here?

- To create a co-ordinated vision.
- Belief in place and potential
- Help deliver on the potential people can see, experience and believe in.
- To create a place people can be proud of again
- Ensure it is a place suitable for the young to stay and come back to.
- Deliver changes that are good/positive for the environment.
- Make it better for the people already living here
- To help connect people and ensure a good outcome.

What is the DNA of Timaru?

The potential of CityTown is connected to the shoreline at different scales:

- Caroline Bay and the Port
- Patiti to Dashing Rocks,
- Mountains to the sea.

'Home' is defined by points on a journey- crossing the river, cresting the hilltop:

- You can see Mountains and Sea at the same time.
- Timaru is a city landscape.

Timaru exists because of its geology- Mt.Horrible's lava flow that created the safe harbour.

- The landscape story is visible in the bluestone buildings and the undulating street pattern.

This is a place rich in visible living heritage that people love.

- People value sports and the outdoors, its a lifestyle.

DIVERSITY

"TRANSIANT COMMUNITY"

"DIVERSITY IS GROWING HERE"

FAMILY/AMENITIES

"TIMARU HAS SO MUCH GOING FOR IT ESPECIALLY FOR FAMILIES AND RAISING KIDS"

"WE ARE SELF-SUFFICIENT"

INNOVATION/INDUSTRY

"DOER'S"

"GLOBAL PRODUCT SOURCE"

"WE HAVE A HISTORY OF QUIET INNOVATION"

LANDSCAPE

"NATURE AT OUR DOORSTEP"

"SAFE BAY - SAFE HAVEN"

HERITAGE

"A PLACE RICH WITH HISTORY"

"LOVE OF HERITAGE AND NOT JUST BUILDINGS"

PEOPLE

"TIMARU'S BEST ASSET IS ITS PEOPLE"

"STRONG COMMUNITY - HELPING EACH OTHER"

SPATIAL

Through a SWOT analysis mapping exercise across the themes of Identity, Movement, Community and Destination, we were able to summarise the key spatial barriers and opportunities that exist in Timaru. The theme have shifted slightly to better reflect the conversations that were had.

- Economy
- Environment
- Mobility
- Living
- Identity



Barriers summary (from SWOT Mapping)

- | | |
|---|--|
| <ul style="list-style-type: none"> 1 Toilets are a visual barrier, but also a physical barrier - and are limited for range of disabilities. 2 Cliffs and terrace obstructing view to port, sea and Caroline Bay 3 Reclaimed land 4 Sand makes it difficult to access the water for people with walkers or other mobility aids. 5 Over extended retail 6 Royal arcade restricted uses 7 Obstructed view to Caroline Bay - a key asset to Timaru that people don't even notice as they drive by. + Earthquake prone heritage buildings | <ul style="list-style-type: none"> 8 Sloping gradient of Stafford Street deters walking and cycling and the width/car dominance makes it harder for pedestrians to cross 9 Railway trunk 10 SH1 crossings not suitable or safe for pedestrians or cyclists 11 Poorly defined cycleways 12 Port loop road 13 Heavy vehicle route 14 Port activity 15 Wide intersection - difficult to cross safely 16 Elevator isn't currently operational 17 Bridge only accessible on foot 18 Long distance to walk, people choose instead to park closer to the water and walk the boardwalk |
|---|--|

- Economy
- Environment
- Mobility
- Living
- Identity

Opportunities summary (from SWOT Mapping)



- | | |
|--|--|
| <ul style="list-style-type: none"> 1 Potential to uncover historical stream 2 Strengthen existing green belt 3 Potential esplanade to reconnect with the sea 4 Enhance penguin habitat - and offer better viewing points 5 Pier from the boardwalk to access directly to the water's edge 6 Mixed-use finer grain offering 7 Leverage upcoming developments Scott Base and Theatre Royale 8 Hospitality on upper floors 9 Leverage C-Play and showgrounds 10 Walking and cycling routes that could be strengthened 11 Improved intersections for pedestrians and cyclists 12 Potential new/upgraded pedestrian & cycling bridge | <ul style="list-style-type: none"> 13 Improve cycleways 14 Improve accessible routes around Bay Hill 15 Improve Hector's coastal track connection 16 Opportunity re-adapt existing buildings in the area into mixed use and medium density housing 17 Bay Hill housing development 18 Extend pattern of high value residential along the terraces paired with shared community spaces. 19 Activate streets by extending markets and closing off streets to cars more frequently 20 Potential for more permanent day time activities 21 Potential night time activation + Heritage buildings to be re-adapted |
|--|--|

TRIALS

In this activity we got a sense of which places were of importance and significance and where the trials could begin to take place and what they might be.

1 Royal Arcade

Trial ideas

- Seating and dining extended outside the non-hospitality businesses
- Activation where the post office used to be to create a draw card
- Can we have a “Royal” activation?
- Doors to enclose and make it more weather friendly
- Live music
- Outdoor eating and different food offerings
- Drop some of the existing restrictions
- During summer and early autumn not winter - too cold

Why should it be trialled?

- Needs social area
- Attract people into town

2 Kathmandu Car Park

Trial ideas

- Community gardens or planters around the edges
- Make it a public space to enjoy the amazing views or host small events
- Improve access to the terrace/Stafford St
- Artwork

Why should it be trialed?

- Currently very plain
- Views are excellent

3 Between Stafford & Turnbull St

Trial ideas

- Sport space, basketball or netball courts
- Bring activity from Caroline Bay to the centre
- Youth hangout space
- Market
- Parking for Stafford, if some is removed on the main street

4 Outside museum

Trial ideas

- Move seating
- Use the space differently every week

5 Strathallan corner

Trial ideas

- Pop up cafe
- Friday evening food stalls
- Games for kids, expand area for gatherings

Why should it be trialled?

- Attract people to the centre
- If nice weather incentive to come to town
- Town square type scenario

6 DC Turnbull

Trial ideas

- Playground in the carpark
- Interactive fencing/walls
- Art display boards
- Digital displays/gaming surfaces
- Redevelop into market building

Why should it be trialled?

- Funky building with heritage

7 Piazza

Trial ideas

- Play interactive feature, water jets, games etc.
- Technology to scan link to old photos

8 Landing Services

Trial ideas

- Fine as it is
- Subsidise make Te Ana free
- Activate the back of the buildings

9 Outside library

Trial ideas

- More seating & shelter
- Entertainment
- Community garden

Why should it be trialled?

- Workers need a place to eat
- Families at the library need somewhere to go afterwards

10 Station Street

Trial ideas

- Daylight the river
- incorporate a viewing platform

Why should it be trialled?

- Last good view of the harbour



WORKSHOP 2 FUTURE STATE

Purpose

Reimagine the future state of the city and its role within the District. Apply city shaping attributes to benchmark and refine opportunity statements for growth and regeneration. Learn from local, national and international case studies, and identify new ones. Identify pathways to build from current state to future state by connecting people with a shared motivation and purpose.

Location

Project Space, 184 Stafford St

Date

9&10th of February 2022

Agenda

Welcome: Purpose & recap

Welcome and overview of where we are in the design workshop process and the plan for today. Recap on previous workshop- 'current state', and key takeaways that emerged from the previous workshop about the DNA of Timaru.

Strategic: Timaru's future role

Pick a persona. Reimagine the city through a different persona- chosen from a mix of people who live, work and visit here now, but also people that COULD be attracted here in the future. What might they need and want that doesn't currently exist? Develop an understanding of the personas likely desires and activities - using prompts for city shaping attributes and trends in other places. Discuss how Timaru is uniquely positioned to offer that. Report back.

Spatial: Case studies

Pick a local case study. Choose an opportunity statement, and use to identify a development or initiative that has tackled this idea in Timaru - or could. What defines the success or struggle? What interview questions would you ask to dig deeper into this Case Study and its key learnings? Look at the benchmark studies provided from other towns and cities in Aotearoa and overseas, and choose the most relevant ones. Use this to help develop a 'what if' question for your chosen Timaru Case Study. Report back.

Review EPB Toolkit. Review the EPB (Earthquake Prone Building) Toolkit as presented. Talk through its application and relevance to one of the selected Timaru case studies. What is missing?

Trials: Capability

Discuss locations and themes for upcoming trials. What seems possible that isn't possible now? Go to Strathallan Corner and observe first City Hub trial in action. Group discussion.

Collectively test current scenarios and early ideas put forward by the design team to help explore the process.

PHOTOS



STRATEGIC

Through a persona activity, attendees were asked to identify key needs for their chosen persona. Here are the most recurring requirements identified across all the various personas.



Shared spaces

- Shared and varied meeting spaces/venues
- Space that you can hire out to work
- Mixed-use offering
- Youth space/ creche and working area combined



Public transport

- Carsharing services
- Active mobility for hire (scooters and e-bikes)
- Supporting infrastructure for this - appropriate parking etc



Good amenity

- Night life, city living,
- Affordable student accommodation, communal living, additional study options
- Childcare services

Through a persona activity, attendees were asked to identify the city attributes for their chosen card. Here are the most recurring city attributes identified. These are shown on the right hand side but here is a list of all the cards:

- Accessibility
- Amenity
- Affordability
- Cultural distinctiveness
- Community attitude
- Economic vitality
- Environmental responsibility



Amenity

City centre's that offer good local services (shops, community infrastructure, leisure activities etc), have a quality public realm that supports public life and recreational opportunities.

- Live/work developments
- Green open space
- Night-time offering



Accessibility

City centre's that are easy to get around and have good strategic connections to the wider suburbs, region and world (offsetting any locational disadvantages).

- Universal design for getting around
- Intra and inter regional connectivity



Affordability

City centres where the relative cost of living and doing business is balanced favourably against income levels, enabling people access to housing, investment, active participation, and opportunities to succeed.

- Higher density housing
- Intergenerational offering

Accessibility.

City centres that are easy to get around and have good strategic connections to the wider suburbs, region and world (offsetting any locational disadvantages).

- Universal design for getting around
- Intra and inter regional connectivity

Cultural distinctiveness.

The city centre has a strong sense of identity closely associated with its natural setting and attitude of its people. These are celebrated aspects that provide a depth and richness of experience, acting as a draw for visitors and investment.

- Re-purposed heritage buildings
- Mix of temporary & more permanent events

Amenity.

City centres that offer good local services (shops, community infrastructure, leisure activities etc), have a quality public realm that supports public life and recreational opportunities.

- Live/work developments
- Green open space
- Night-time offering

Persona.



24 years old
Glenwood
Student/Entrepreneur
Car/bike

Bio

Wrenu grew up and still lives in Temuka. He has ancestral connections to Te Runanga o Aorangi, and whanau who work at the marae. He went to local schools growing up, and now studies at Ara Institute of Canterbury. He chose to stay in Timaru for two reasons. First to care for his parents and stay close to the marae, and second because he enjoys being a drive away from some of the most beautiful natural scenery of Canterbury. However, it has been difficult for Wrenu - with most of his friends and cousins having left town - he hasn't managed to make new connections with people of a similar age. He is staying with a relative and bikes to Ara but rarely adventures any further into town. The rare occasions he does head into the CBD he drives in to show visitors around or to run an errand for his parents. He has been contemplating moving and finding a job in another city once he finishes his studies but a mentor motivated him to develop a food start-up in Timaru given the primary industries that surround it and the budding interest in a food hub in the CBD. He hopes Ara will provide more courses on food tech and hospitality, so he can share knowledge with the marae and perhaps he could rent a flat in town for more independence.

Needs

- Safe cycling routes and bike parking in CBD
- Night life/activities in the CBD to meet new people
- Co-working spaces

Challenges

- Difficulty meeting people his age in Timaru
- Independence - experience of leaving home and coming back
- No niche courses for food tech industry at Ara

Key considerations

- Likes the outdoors & active travel
- Caring for his parents
- Accommodating no new rentals and lack of secure affordable tenancy

A day in the life...

If the city met your persona's needs, what could a day in their life in the city look like?

Grid area for describing a day in the life.

City attributes prioritisation...

Prioritise the city attributes that would make your persona's life in Timaru easier or more feasible.

Priority 1

Priority 2

Priority 3

Priority 4

Environmental responsibility.

City centres that demonstrate environmental responsibility and stewardship, taking action against global climate change, building resilience to natural hazards, improving local air and water quality, and restoring its biodiversity and ecological systems (Mauri Tu).

- Sustainable & active travel
- Adaptable to future climate conditions

Community attitude.

City centres with a strong identity have a welcoming community driven by a common purpose. Memorable and distinctive city centres are often defined by the spirit and attitude of their people, particularly a desire to celebrate and share what is special.

- Strong networks within the city centre
- Local investment

Economic vitality.

City centres that are focused on sustainable economic growth, provide for diverse employment opportunities, support innovation and entrepreneurialism, and ultimately enable a great work/life balance.

- Employment and education hub
- Adaptable and diverse retail, maker and office spaces

Affordability.

City centres where the relative cost of living and doing business is balanced favourably against income levels, enabling people access to housing, investment, active participation, and opportunities to succeed.

- Higher density housing
- Intergenerational offering

SPATIAL

With the persona activity, groups were asked to pick the opportunity statement that could help improve the day-to-day of their character. The 3 opportunity statements on the right were most frequently chosen across multiple groups for the following long list:

- Return to the shoreline
- Iwi partnership
- Build on character
- Food movement
- Creative pull factor
- Fine grain retail
- Compact core
- Work-live mix
- Inbetween spaces
- Active locals
- Intuitive wayfinding
- Restart rail

With the persona activity, groups were asked to pick benchmarking cards that could help support their persona. There was a recurring theme that emerged with various cards being chosen repeatedly across multiple groups. See the appendix pages to view the long list of precedent cards that were shared.

Return to the shoreline.

Timaru is blessed by its natural setting positioned between mountain and sea, with easy proximity to both. It is a place valued through time for natural beauty and deep water on an exposed coastline. The city's cliff-top location enhances elevated views of the water and one of the city's greatest assets - Caroline Bay. As this sea level destination expands outward with coastal drift and reclamation, the water's edge is actively shifting further from the city. Yet there is a multipotentiality to rationalise and renew Caroline Bay and reconnect it to the city by embracing the Port edge and original shoreline.

- Restore the coherence of Caroline Bay as a habitat for people and wildlife. Rationalise infrastructure within natural setting.
- Create more touchpoints with the water along the port edge journey.
- Navigate between city and sea, tracing the impact of the original shoreline, terraces, landings and steam galley and making them visible again in the city.
- Bring natural edges into the city with urban permeability and planting for biodiversity, climate change and resilience.
- Connect and expand existing greenways for civic amenity.

Return to the shoreline
Opportunity to rationalise and renew Caroline Bay and reconnect it to the city by embracing the Port edge and original shoreline.



Adaptive re-use gathering spaces

- Industrial building re-use
- Heritage re-use
- Revitalisation

Work-live mix.

Timaru is a relatively affordable place to live (rental) and business, both of which are positive for city centre development and growth. With Canterbury as its backyard, access to the rail hub is a unique advantage. The city's location provides a platform for those wanting to leave the 'rat race' or downsize and stay in the area. Timaru retains a natural advantage that bigger cities are finding it increasingly hard to compete with, more so with 'work from home' advantages. Timaru is uniquely placed to capture residential and work-live components in the city centre because of its amenity, convenience and capacity is vastness. There is an opportunity to broaden the demographic and reverse stagnation with 'placement' of city centre living attracted to a combined package of accommodation and workplace. This is an all-out pattern on the closure of outlets and create more demand for retail, workspace and hospitality.

- Identify and promote economic growth clusters focused on the city centre - seek to attract NZ talent to relocate.
- Remove barriers - ensure Planning and Policy, DCs, bylaws, fast tracking corridors and dispensations are offered where conditions to promote growth.
- Support enterprise and incubative initiatives coupled with affordable housing to create an attractive work-live package for entrepreneurs.
- Encourage residential above retail/commercial in over-served (e.g. south end of Stafford Street).
- Encourage variety rather than a traffic-light 18 vacancies.
- Examine potential in transition zones (e.g. south of the Theatre Royal) to design with a ground floor to activate the street and public adaptive reuse.
- Connect residential with amenity in close proximity - Caroline Bay, Civic Port and easy access to future greenways.
- Reconnect to central City (old business) with open space non-residential activity - consolidate to create critical mass.
- Encourage variety and choice for residential and work-live typologies at the appropriate density. Test to improve city centre residential mix for removal housing and amenities to support development viability.

Work-live mix offering
Because of its amenity, convenience and capacity i.e. vacancies there is an opportunity bring in new residents and a live/work offering.



Public space and waterfront

- Urban waterfront
- More public space
- Pedestrianising areas
- Boardwalk
- Marine ecology
- Education

Inbetween spaces.

Timaru is strongly reliant on retail to service the wider District, but with the changing role of cities could embrace more dimensions of inclusive civic life. Timaru library and soon the Theatre Royal Heritage Hub will offer inclusive places for community to come together. The artisan farmers market is a success, but occurs intermittently. There is potential in the city for everyday, inbetween or 'third spaces' to hang out, encounter people, play and stay longer in the city. Neighbourhood public realm provides neither indoor or outdoor.

- Free and fun attractions for families, active business and youth. Public toilets are accessible for all.
- More quality public spaces that are inclusive, www.timarucity.govt.nz/urbanstrategy.
- Find and trial creative community zones for craft, art, learning, looking on the 'main street'.
- Youth entrepreneurial space to try new things, launch ideas, hang out. Responsive with Aca.
- All weather drop-in cafe space for kids and grandparents to relax & play or make while parents shop/work.
- Kiosk, mobile vendors and light commercial to deliver public spaces and eat outdoors.
- Raise initiatives to make more social enterprise and re-purposing of vacant buildings.
- Bottom-up community involvement and local greenways.

Inbetween spaces
There is potential for everyday 'third spaces' to hang out, encounter people, play and stay longer in the city. Both public and private, and indoor and outdoor.



Live/work and medium density

- Mixed-use spaces
- Apartment living
- Multigenerational living
- Medium density
- Inner city living

TRIALS

A temporary platform constructed from scaffolding was placed at Strathallan Corner for four weeks, between 7 February – 10 March 2022. The trial concept was to elevate people above the existing sunken courtyard so they could engage with public life on the street, further opening up views to the main street and intersection, creating a greater area of central open space.

Passive (installed and left for people to engage with) and active (hosted or performed) activities were trialed on the platform to test a range of uses that either were invited by design or challenged the status quo. A combination of familiar elements (a well-known space) and unexpected elements (a new experience) was used to encourage conversation about both the current and future use of the site.



WORKSHOP 3 SHARED PURPOSE

Purpose

Cement outcomes and measures that will create the strategic framework for City Hub. Confirm the shared purpose emerging from the role of City Hub in the wider District, and what it needs to become in order to realise its potential.

Location

Online via Zoom due to COVID

Date

9&10th of March

Agenda

Welcome: Purpose & recap

Welcome and intro to City Hub shared purpose.

Overview of design workshop status and the plan for today.

Recap on previous workshop- 'future state', and key takeaways.

Brief update on Earthquake Prone Building direction and actions.

Strategic: Outcomes

Short summary presentation: Te Whāriki Kaupapa–The Tapestry of understanding, draft strategic framework, people- the big driver, draft outcomes and targets, compass and timeframes, steps to test and develop targets.

Group conversation

Outcomes and targets serve the vision over time and help galvanise action. What, if any, changes would you make to this vision statement to ensure it is bold and reflects shared purpose and potential? Does it signal big shifts to bring in more people?

Spatial: Key moves

Short summary presentation: Overview of key spatial moves, principles and actions.

Breakout groups

Q1. Look across the 4 key moves. What do they unlock and amplify for the city? Is anything big missing?

Q2. Choose one key move. Look at the more detailed key move opportunities and precedent images. How could this attract visitors and new residents, and keep locals coming back? What would you add or take away?

Report back

Trials: Modes

Short summary presentation

Breakout: What could the trials help make possible that feels not quite possible now?

STRATEGIC

What should the vision statement include? Does it truly reflect the ambition of City Hub and the what the people of Timaru want?

It was generally felt that the original vision was generic and could be anywhere therefore this activity looked at identifying what was needed to make it feel more unique to the district.



SPATIAL

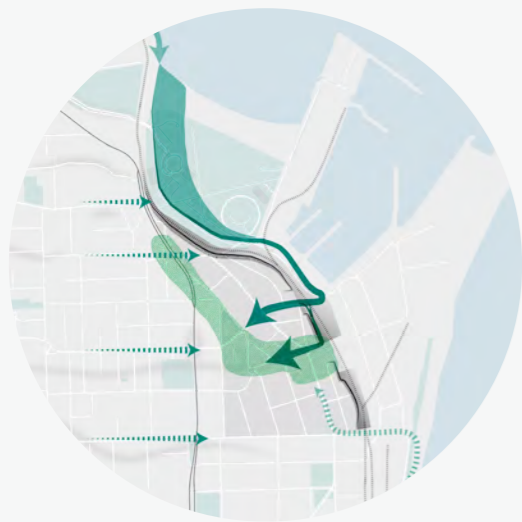
Attendees were asked to share their thoughts on the presented draft key moves. Share anything they liked or felt was missing.

Look across the four key moves— anything you particularly like?

- The heart, a place where people can go to, for people new and people who live here / creates community / pulls people in
- Using greenways to bring people in, mirror existing landscape / strongly supports benefits for locals and visitors
- Good capacity to build on all of these
- Have one place to go to / one space to meet people
- Heart is a magnet (people won't be able to stay away!), a beating heart with rhythm.

Look across the four key moves – anything big missing?

- Nothing leaps out as being 'missing'
- Consider other key factors outside of city area
- Facilities around wider district and impact on city hub- e.g showgrounds dev, Washdyke
- Investment decisions, purchasing/finding council plans hard + reversing dumping fees to make feasible, costs are prohibitive for building



Embrace The city with active greenways.

Introduce an urban greenway frame that invites people from further surrounds into the city centre through a green setting. The frame is intended to restore and re-interpret the unique natural landscape of Timaru in the heart of the city.

What are your first thoughts?

- Wider connection worth showing
- Elizabeth street - potential for 'greening' to connect to residential
- Park and walk/bike - will be pleasant walk in CBD
- Crossover at DC Turnbull has a nice view out - connecting that to the residential
- Safety needs to be paired with the greenways



Link to the water's edge.

Make the city centre's relationship with the coastline strong again. This move intends to celebrate the history of Timaru as an important port city and tell its story as a place of food abundance from land and sea.

What are your first thoughts?

- Walking connections are very important
- Connect to other boardwalks- Caroline Bay
- Water is getting further and further away
- Place of shelter? Still the case?
- To provide a link do we need more and more attractions
- Consider esplanade as place of shelter for the city
- Napier link to port but Timaru all fenced
- Overcome business requirements of port to balance with public right to access water



Strengthen retail to invite urban living.

Concentrate retail to the north end of Stafford St to unlock a greater mix of uses including viable inner city living. This will segment and diversify the spine into walkable distances with distinctive quarters.

What are your first thoughts?

- Council doesn't have enough detail on plans
- Dumping fees make demolition unfeasible
- Showgrounds becomes a critical issue b/c we've got retailers leaving the cbd now & others planning to go.
- CBD complementing larger format eg showgrounds - nice idea, but customers like a mix in one place
- Large and small format attractive together
- EPBs provide retailers no certainty, hence moving to showgrounds
- Car parking needed



Cultivate a cultural heart.

Amplify the creative and cultural core. Strengthen it with a 'wrap around' walkable ring of civic and cultural buildings. It will maintain and sustain a constant vibrancy for the city when seasonal events and activities aren't on.

What are your first thoughts?

- Outlier is Aigantighe Art Gallery
- Gallery needs to play a key role
- Cultural hub - a diverse facility - makers, doers
- Arcade included - organic catalyst

What 3 opportunities/ ideas could have the greatest benefit for Timaruvians?

- 1a, 2d & 1b

What 3 opportunities/ ideas could have the greatest pull factor for visitors/new residents?

- 2a, 2b, 2c

Are we missing anything?

- Extend shared paths as not only bikes but also mobility scooters
- Myway doesn't work for all.
- Greening by the south and around Scott Base
- Connect Dashing Rocks and south journeys point cycle way
- Hire e-bikes - loop road



- 1 Greenway planting, stormwater, mahi toi**
 - 1a Shoreline and terrace habitat
 - 1b Shoreline and stream valley habitat
 - 1c Parkland habitat and green space
 - 1d Mainstreet pedestrian and gathering space
- 2 Shared paths and cycle routes**
 - 2a Open space walk and cycle linkage
 - 2b Port road walk and cycle linkage
 - 2c Streetscape walk and cycle linkage
 - 2d Improve and connect cycle routes into town
- 3 Public transport**
 - 3a Restart passenger rail, upgrade station
 - 3b Myway and future bus stops
- 4 Crossings and intersections**
 - 4a Improve state highway intersection for pedestrians and cyclists
 - 4b Improve mainstreet intersection for pedestrians and cyclists
- 5 Wayfinding and gateways**
 - 5a Consistent gateway marking along state highway
 - 5b Wayfinding to and from off street car parking

What 3 opportunities/ ideas could have the greatest benefit for Timaruvians?

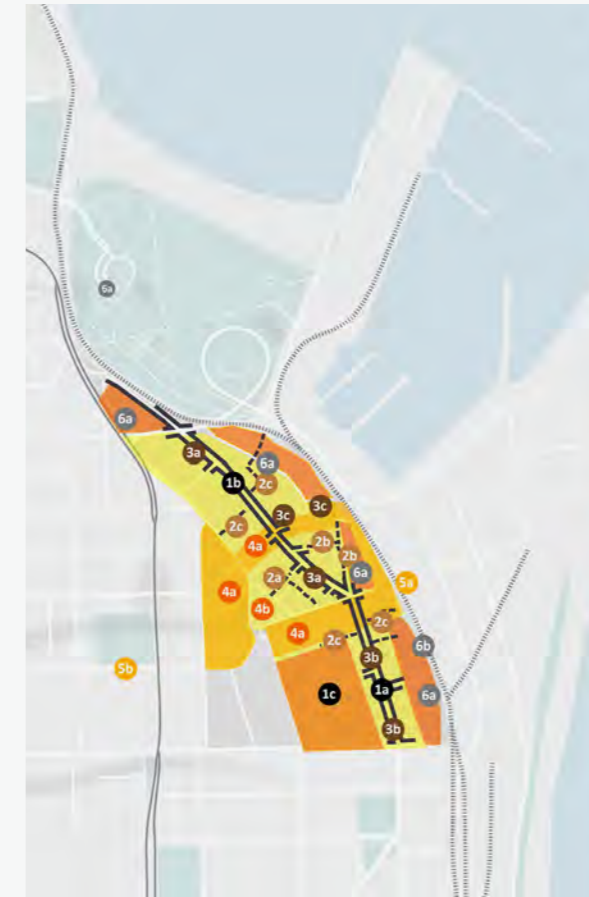
- 1, 3b

What 3 opportunities/ ideas could have the greatest pull factor for visitors/new residents?

- 6

Are we missing anything?

- Make it safe - at night, for young people etc
- Working to make the central city feel safe - o/w might put off potential residents
- Want to make something unique in the city centre (vs big box retail), people living here will create a presence, there is something happening in the city
- Some developers...



- 1 District plan zoning review**
 - 1a Enable residential to ground floor on south Stafford, for new viable building types
 - 1b Residential above shops permissible
 - 1c Mixed use allows live-work
- 2 Finer grain retail**
 - 2a Royal Arcade mix - fire access assessment
 - 2b Existing laneways to enable finer grain retail
 - 2c Explore midblock lane connections
- 3 Adaptive re-use**
 - 3a Continuous heritage streetscape
 - 3b EPB enabler priority
 - 3c Landmark building - EPB priority development
- 4 Waterfront experience**
 - 4a Wrap around of conveniently compact civic amenities
 - 4b Destination anchor for Royal Arcade
- 5 Transport nodes**
 - 5a Potential future passenger rail
 - 5b Potential transport node
- 6 Density on amenity**
 - 6a Potential apartment/density on terrace
 - 6b Potential live-work warehouse conversions

What 3 opportunities/ ideas could have the greatest benefit for Timaruvians?

- 1, 5, 2, 1a, 6

What 3 opportunities/ ideas could have the greatest pull factor for visitors/new residents?

- 4, 1a, 4a

Are we missing anything?

- Marine parade gets alot of use by cars, but not being active so much and not visually attractive
- Wider promenades-shared and for everyone-



- 1 Promenades**
 - 1a Widen promenade for walking, cycling, seating and viewing
- 2 Pedestrian bridges**
 - 2a Upgrade bridges
 - 2b Potential new bridges
- 3 Architectural feature**
 - 3a New lift or upgrade steps and ramps
- 4 Waterfront experience**
 - 4a Food offerings - cafe/market/pop-ups
 - 4b Bike and kayaking hire opportunity
 - 4c Upgrade camping facilities
- 5 Habitat experience**
 - 5a Penguin viewing and beach access
 - 5b Trace the former stream through storytelling
 - 5c Mahinga Kai
 - 5d Water activity (fishing, boating, Swimming)
- 6 Urban trails**
 - 6a Play trail from C-play to city
 - 6b Trail of accessible viewpoints out to sea and port

What 3 opportunities/ ideas could have the greatest benefit for Timaruvians?

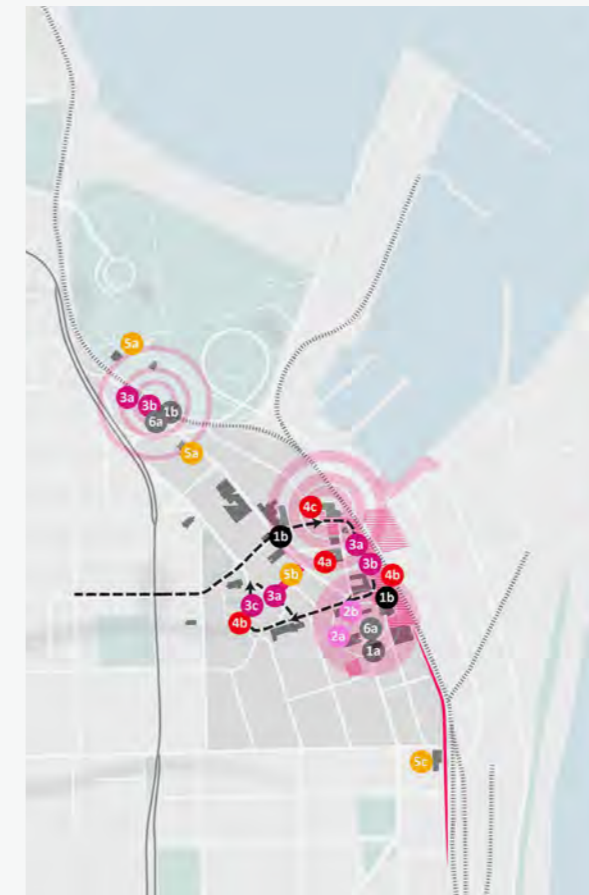
- 4a, 4b, 3b, 6a, 1a, 2b, 5

What 3 opportunities/ ideas could have the greatest pull factor for visitors/new residents?

- 2b, 6a, 3c, 4c, 2a

Are we missing anything?

- Pedestrianisation of sections of Stafford Street
- Outdoor public gathering space - DC Turnbull / Station Street as connector to natural landscape too
- Street art trails
- Amazing race-style trails
- All connected - food, culture - =timing is important



- 1 Civic gathering space**
 - 1a New outdoor public gathering space supporting cultural developments
 - 1b Refreshed civic gathering space
- 2 Catalyst cultural developments**
 - 2a Arts and culture experience in cultural precinct
 - 2b Food experience in cultural precinct
- 3 Activated streets**
 - 3a Grow markets along the street
 - 3b Potential one way or pedestrianised street
 - 3c Urban play street
- 4 Creative community venues**
 - 4a Pop up / permanent creative space (library, gallery, Ara- 'infused')
 - 4b Youth space (explore museum/rail site)
 - 4c Enterprising market hall - 'all under one roof'
- 5 Catalyse year round offerings**
 - 5a All weather facilities
 - 5b Winter events and activities e.g. arcade
 - 5c New slow tourism attractors e.g. flour mill trail
- 6 Amplify night time activity**
 - 6a Concentrated outdoor dining and night activity

TRIALS

Trials are temporary to help us

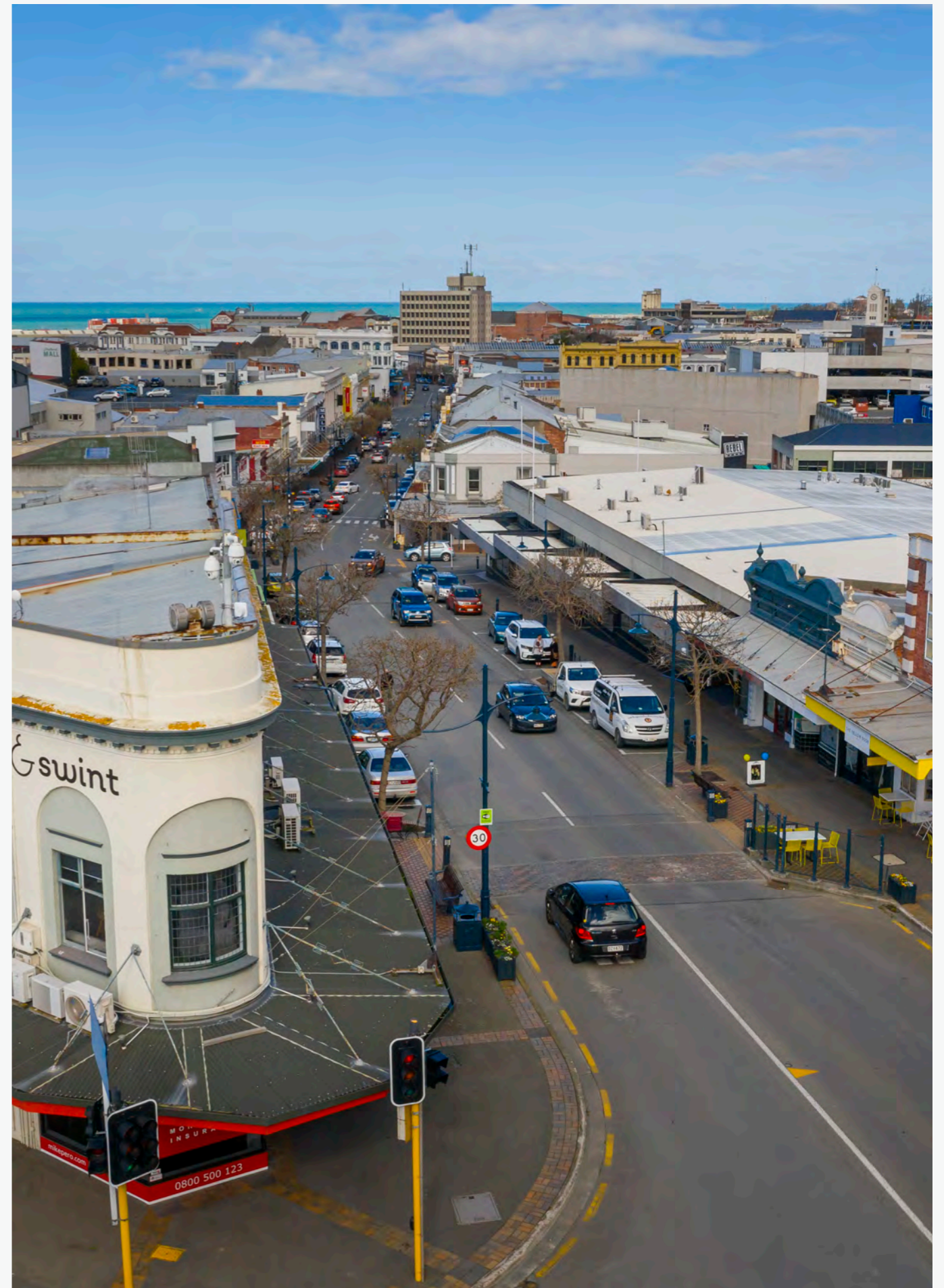
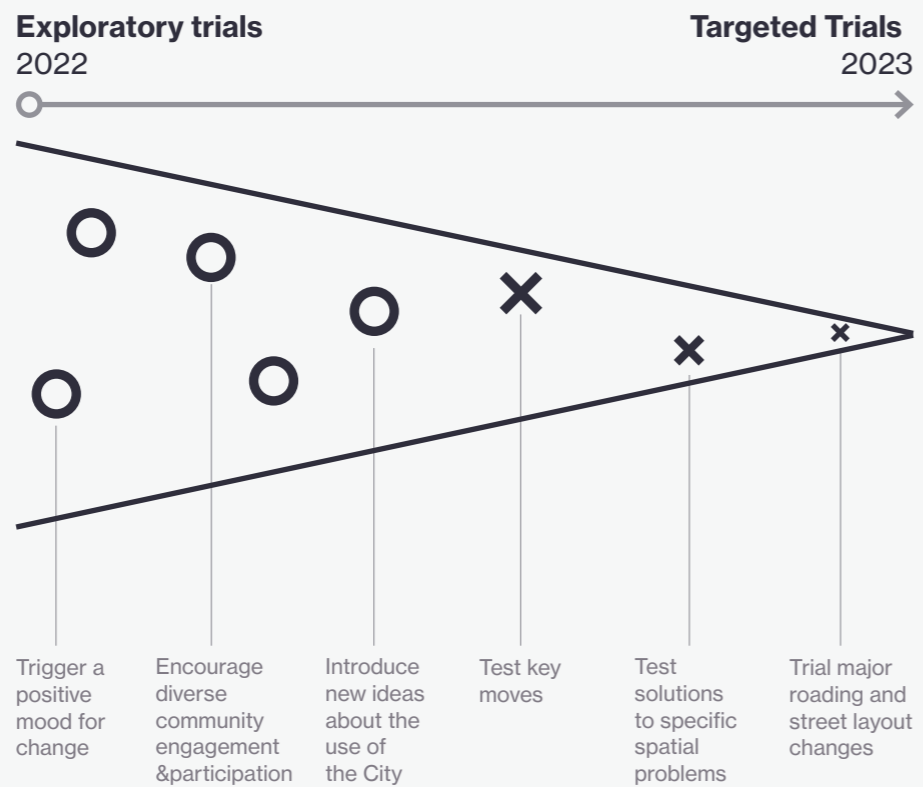
- to uncover, test and build on ideas outlined in the strategic framework
- challenge our assumptions before committing funding to any big-ticket items.
- ensure ideas are functional, attractive, and well utilised by our communities
- work towards achieving our outcomes and key moves.
- these trials will help directly inform and refine all workstreams.

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.



WORKSHOP 4 ROLE & INFLUENCE

Purpose

Review the draft Strategic Framework and its purpose in 'holding the shape' of CityHub while the Tactical Master Plan continues to evolve, test and build evidence for change. Look ahead to priorities, enabling toolkits and the ongoing role of a combined Advisory Group.

Location

184 Stafford Street

Date

7th of April

Agenda

Welcome: Purpose & recap

Welcome and intro to workshop. Future quarterly combined CAG and DIG Advisory Group sessions. Overview of design workshop status and the plan for today.

Icebreaker - CityTown - is Timaru a city or a town? Lay theme cards on the 'spectrum' where you think it relates to city or town.

Strategic: Impact measures

Strategic framework presentation - How will the document be used? Structure, timeline, direction and purpose. Introduction to project brand and changes to the vision- discussion. Q1. Does the vision resonate? Q2. What do you think of Timaru CityTown?

In small groups, score how well Timaru is currently performing against each of the 5 themes using the Impact Compass. Review the measures and score again - this time with a 10 year aspirational score. Do the measures help? Would you add anything? What future 'focus session' topics could be needed? + Report back

Trials: Proof of concept

Trials summary presentation - Programme alignment with outcomes, and what comes next. The role of trials inside the Tactical Master Plan for exploration, proof of concept and evidence.

What requires more exploration? What requires more evidence?

What would you champion through the trials, and who would you involve?

Spatial: Priorities

Spatial summary presentation - Overview of changes to key spatial moves, principles and actions. Managing expectations and priorities- finite budget, enablers are key.

In small groups report back to compare group priorities. Across all 4 key moves- is there one that takes priority as an enabler? Is there a spatial location for all key moves?

Role: Priorities

PHOTOS

In this icebreaker, participants were asked to consider how Timaru behaves in terms of mobility, natural environment, economy, living and identity. They were asked to place these respective cards either under City, Town or Somewhere inbetween.

- Economy
- Living
- Identity
- Mobility
- Natural

What makes Timaru feel like a town?

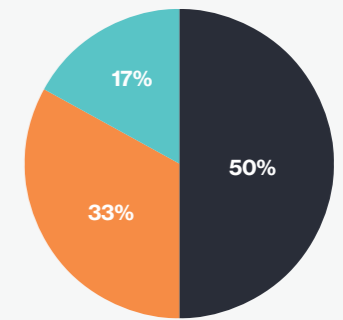
- Working together across a range of agencies because we need to and want to
- Limited educational and recreational opportunities available outside of working hours. Are we a part-time city?

What makes Timaru feel like a town?

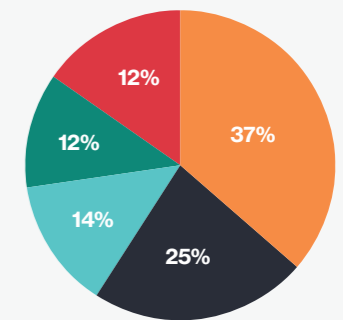
- Opportunities and resources
- Reasonable employment opportunities
- Diversity of people, social opportunities



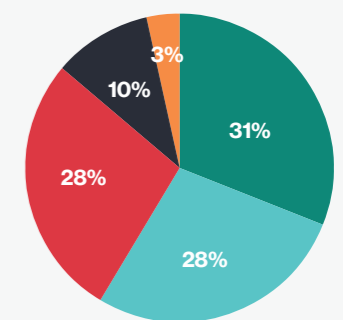
Timaru City
Total votes (6)



Somewhere in between
Total votes (22)



Timaru Town
Total votes (28)



STRATEGIC SCORING

Themes

Natural environment

Timaru is blessed by its natural setting positioned between mountains and sea, with easy proximity to both. It is a place valued through time for natural shelter and deep water created by Mt Horrible's lava flow.

Identity

Timaru is well known for its 'top 10' swimming beach at Caroline Bay, its hero destination events, historic brick and bluestone building, its busy port and can-do attitude of Timaruvians. Yet Mana Whenua is not visible.

Mobility

"You can get anywhere in the length of a song" has been identified by Timaruvians relating to lifestyle - enabled by car travel. The predominance of cars and on-street parking reduces footfall which is too spread out and diluted.

Economy

Timaru centre is the retail and commercial hub of the district but it is spatially overextended and further challenged by the Showgrounds. It plays a key role as the economic heart of the district (especially with the Port).

Living

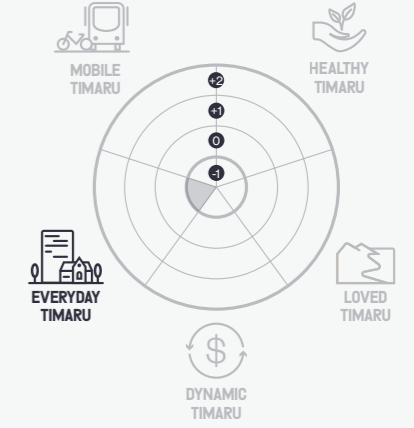
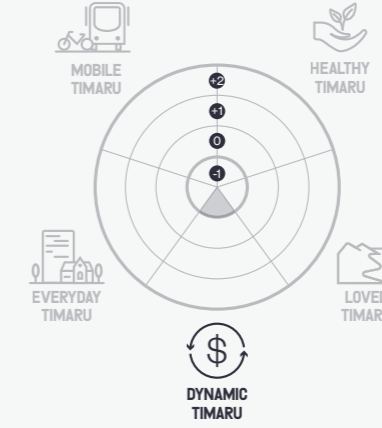
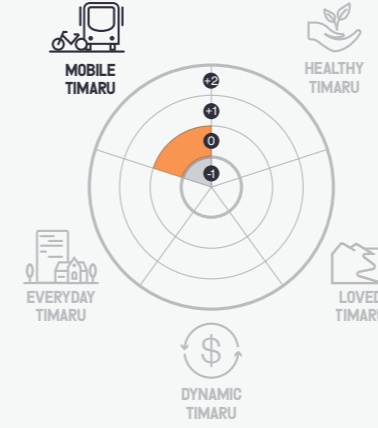
Timaru is known for its attractive lifestyle and affordability. EVERYTHING is here – a hospital, premier parks, an airport, employment opportunities. But the condition of the existing housing stock, and the lack of choice for incomers may be an inhibitor to growth.

Current State

Do you agree with the score we have given? If not, explain why and what score you would give it.

■ Isthmus Group Score
■ Workshop Score

Exemplary +2
Satisfactory +1
Not good, not bad 0
Less than acceptable -1



Neglected for 20 years resulting in no natural environment. Not enough greenspace. There is a lack of biodiversity.

Colonial heritage visible and there is no bi-cultural presence in the centre.

Recently access to town centre has been greatly improved with the launch of MyWay. But SH1 is debilitating and cuts the city off. We are a strong cycling community.

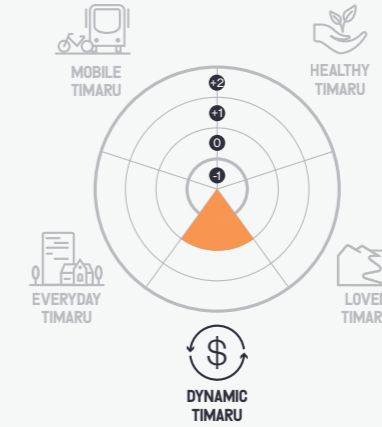
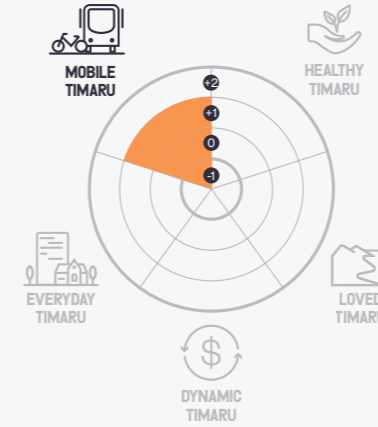
Not satisfying demands so people are going elsewhere, EPBs - returns on investment not obvious if customer numbers are low, not safe/easy for customers

EPB, mobility and cost are huge barriers

10-year Aspiration

What score can we achieve in the next 10 years and why? Explain a few ideas that can get us your desired score.

Exemplary +2
Satisfactory +1
Not good, not bad 0
Less than acceptable -1



Allocation of green space and nice connections into the CBD

Demographics are hopefully changing and we can attract more 20 year olds and get Timaruvians to return

Free MyWay use, wellbeing is a huge incentive for people to be encouraged to walk and cycle. Better greenways, parking and play.

Progress to upgrade EPBs, Investment from national/intnl franchises, create an experience, Bring together a diverse offering

Remit to be a social leader and sustainability role model, focus on the community, new affordable models will help

SPATIAL

Attendees were asked to read through the latest draft of the key moves and identify what they liked about it or if anything was missing. They were then asked to prioritise the four key moves in the order that would have the greatest impact.

Group 1

1. Green weave
2. The heart within
3. Welcome home
4. Coastline connection

Transport first - get people to the centre, make it easy for them to go between places and spend more time in the centre at all hours. This will enable a cultural heart to grow. The vibrancy will in turn attract new residents - which will provide the necessary investment required to upgrade existing infrastructure and larger projects like Marine Parade.

Group 2

1. The heart within
2. Greenweave
3. Coastline connection
4. Welcome home

The Bilbao effect – have a creative ‘IT’ factor that can attract more people. Enhancing the cultural offering in Timaru will grow interest in the place and also attract more locals to travel into the centre. You then need to lay the foundations to support urban pioneers which you do with 2 and 3. Once in place, Timaru can become the place every Timaruvian wants to return to and future residents who like the lifestyle Timaru can offer.

Group 3

1. Coastline connection
2. Green weave
3. Welcome home
4. Heart within

Need one and two to attract people, if these two are done well, there will be more locals coming to the centre which will create more vibrancy in the centre. This will unlock interest in investing in the centre and by then policy and incentives will help enable the repair of heritage buildings and the strengthening of EPBs. All resulting in a stronger heart.


Group 4

1. Welcome home
2. The heart within
3. Green weave
4. Coastline Connection

First thing we need to solve is the EPBs and potential for development and inner city living. This will attract first home buyers, or returning Timaruvians. Having more people living in the centre will automatically generate more heart and vibrancy. With more people helping to bring to life the centre of Timaru, there will be the necessary money to address 3 and 4.

GREEN WEAVE

EMBRACE THE CENTRE WITH GREENWAYS



Key moves are the response to the outcomes and measures identified in the process. They are core concepts (spatial and non-spatial) that signal the step change required to deliver on our shared vision.

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


Re-interpret the natural landform of the city by restoring greenways that trace former stream gullies and connect open spaces. Green streets reach out to the surrounding suburbs and pull people into the heart of the city along safe and enjoyable pedestrian and cycle routes. The parkland corridor embraces the city by connecting existing pockets of green space, and holding this edge as amenity for inner city residents. In turn, this enhances the experience of people coming to town, and invites them to stay longer.

This key move will:

- Address SH1 barrier between the centre and wider Timaru
- Pull green into the centre to form a continuous open spaces and greenways

COASTLINE CONNECTION

LINK TO THE WATER'S EDGE AND ORIGINAL SHORELINE



Key moves are the response to the outcomes and measures identified in the process. They are core concepts (spatial and non-spatial) that signal the step change required to deliver on our shared vision.

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

Make the original coastline beneath the city terrace visible and safe again – a continuous walking and cycling desire line – playfully linking C-Bay, Port and coastal trails, iconic and accessible bridges re-connect the city centre to its unique sheltered harbour, embracing its history as a Landing Place, with distinctive promenades extending directly out to the water's edge at the closest point. Promenades are generously proportioned to attract year round activation by the sea. They define the constructed edges of the Port and protect dune habitats.

This key move will:

- Get us to the water
- Create a complete waterfront experience

WELCOME HOME

STRENGTHEN RETAIL TO INVITE URBAN LIVING



Key moves are the response to the outcomes and measures identified in the process. They are core concepts (spatial and non-spatial) that signal the step change required to deliver on our shared vision.

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

Consolidate retail to maximise the boutique shopping experience, and increase the capacity for viable inner city residential options. Provide diversity and choice for new urban pioneers: workers, entrepreneurs, creatives, retirees and the like, with pilot projects and conversions that lead the way in new building typologies and conversions. Segmenting the main street spine into compact walkable distances will help define distinctive compact quarters with a greater mix and variety of shopping, leisure and attractions.

This key move will:

- Support finer grain retail
- Unlock residential opportunities
- Enable reuse of character and heritage buildings
- Improve mobility in the centre

THE HEART WITHIN

CULTIVATE A CULTURAL HEART



Key moves are the response to the outcomes and measures identified in the process. They are core concepts (spatial and non-spatial) that signal the step change required to deliver on our shared vision.

Amplify the beating heart of our centre within a cultural and civic ring.

Cultivate a cultural core: a place that uniquely brings together art, theatre, heritage, makers and creatives. A core showcasing the unique Timaru spirit to repeatedly invite locals, welcome visitors and attract new residents.

The 'Heart Within' connects existing and future cultural anchors through high amenity pedestrian streets and spaces, encouraging people to inhabit the centre longer and more often. It aims at sustaining a constant vibrancy for the city all year round, extending activities beyond retail and hospitality. It allows future flexibility to meet new cultural and civic buildings within this framework as the city grows and its role in the district evolves.

This key move will:

- Enhance vibrant streets and open spaces
- Strengthen cultural and civic anchors

TRIALS

The trials were presented in a high level way so attendees could understand what they were and how they relate directly with the spatial moves covered in the previous activity.

Improving usage of public space

- Strathallan corner spatial
- The Royal Arcade spatial anchors either end for events
- Bay Hill Activity, drawing ppl there & from there, south Port / Water's edge (Marine Pde / Port Loop+Ritchie St)
- Improving access and testing a future public space

Movement (within the city and between city, C- Bay & Port)

- Codebreakers
- Welcoming other transport modes in the city, e.g. Skate the City event and Cyclovia
- Active transport hire e.g. eScooter, bike, pedal buggies
- C-Bay CBD shuttle

Diversification of city(expanding the offerings)

- Deconstructed carnival
- Targeted drop-ins and hangout spaces, e.g. Central youth space, Kaumatua space, elderly or intergeneration space
- More visible art & culture
- Temp. use of vacant shops
- Open Studio event First Thursdays (Fridays)
- Stafford St build-out e.g. Play offerings, Connection to local businesses
- Rural visibility in the city e.g. Farm gate kiosks, Themed public feasts

Soft trials - policy & incentives

- Dogs allowed
- Summer of Buskers
- Outdoor dining
- Public trading
- Expanded rates rebate as tool to address vacancies

Explore/support living in the city

- Upper level residency programme, Artists-in-residence, Chef-in-residence, Sport residency
- Work-life support e.g. city Creche, entrepreneurship trial
- Recreation e.g. bite-sized recreation offerings in the city (bball, petanque) or shared gear and gear hire

-  Green weave
-  Coastline connection
-  Welcome home
-  The heart within

Outcomes



Healthy Timaru.



Loved Timaru.



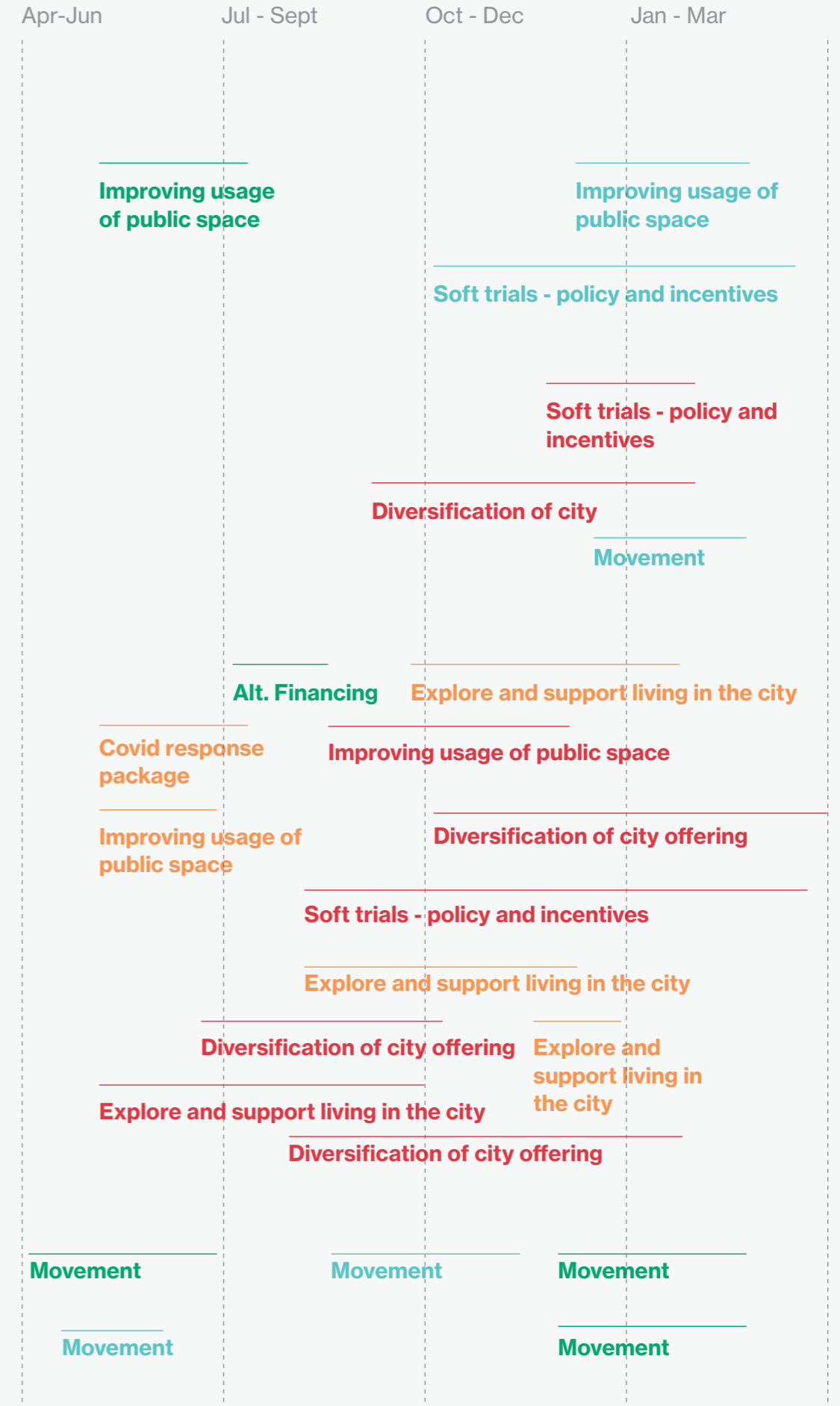
Dynamic Timaru.



Everyday Timaru.



Mobile Timaru.



QUESTION CARDS

Individually, workshop attendees responded to these questions on cards to help guide us with prioritising trials and understanding what they would champion.

Who would you involve in the trials?

- People thinking about changing travel modes
- Community organisations
- Recreational groups
- Service clubs
- Mana Whenua
- Youth
- Elderly
- Experts
- Future users
- Schools
- Resthomes
- Local groups
- Kids
- Artists
- Retirees

Across all four key moves is there one that takes priority as an enabler? Why?

- Green weave/coastline connection, prepare the space then add the community
- Bringing people up from Port or Bay to the CBD with a play/activity trail
- Prioritise active and public transport removing/limiting vehicles
- Narrowing/making crossing points easier
- Rural/urban connection
- Green weave as I think trial through the championing of “green” spaces opens up the opportunity for more trials e.g. bite size recreation, city movement and space activation
- Alternate options to car/car parking . This creates people-friendly place while ensuring people can safely come and go

What requires more evidence?

- Value proposition (ROI for both TDC and ratepayers) to change viable Royal Arcade. Insufficient evidence behind this idea, no realisation of costs/risks
- Community voice, what is the community saying?
- Reflection+ voice from members of the community - a wide range of groups. Age, ethnicity, financial status and social status
- Re-use or temporary use of Earthquake prone buildings.
- Living in the city
- Inner city living, cost, consenting, affordability, pros and cons
- Transforming inner city town living and shared workspaces.
- Would people actually cycle if it was safer and would people walk to Marine Parade?

What would you champion through the trials?

- Micro mobility and bikes
- Alternative activities/uses of public space and streets
- CBD activation, importance of the CBD to the development of the CBD.
- Bite-sized recreation I think can be a huge draw cards for all people in the CBD
- Inner city living
- Youth friendly events
- Play spaces/amenities for families
- Sustainability initiatives
- Diversity/inclusions initiatives
- The value of arts and participation in attracting people
- Cheaper housing
- Ease of movement free central city or better bus
- Out of centre car parks
- Deconstructed carnival
- Other transport/improving walking and cycling
- Dog-friendly days
- Bite sized recreation
- Artists in residence
- Free fun places to connect with one another and our place
- Opportunities to move - active transport options
- Target groups, e.g. elderly, you etc.

What requires more exploration?

- Zero cars or one-way on the Bay Hill
- How much on street parking to we need to protect for people with mobility needs
- Policy and incentives - retailers or community use, it needs to be viable and accessible to flourish
- Diversification of city offerings
- How do we know what the community wants, or the youth?
- How whenua can be involved
- Food and outdoor eating - in all weather
- Changes to pedestrian crossings
- Events
- Change to parking in main streets
- Closed streets
- Soft trials - easy way to establish what will work where
- Dogs outdoor
- Dining culture
- Active transport
- Targetted drop ins
- Play offerings and spaces both outdoor and indoor
- How to convert long/narrow retail typologies into urban dwellings. Could there be a competition as part of Ara Campus's Architecture course to explore this?