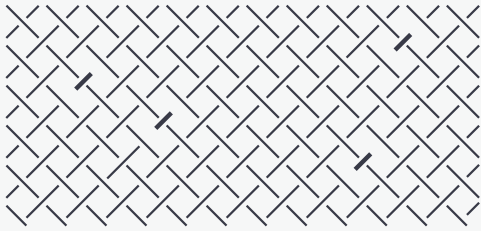


# TIMARU CITYTOWN

# TE HOKINGA KI TE NGĀKAU RETURN TO THE HEART



## VISION

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

## PARTNERSHIP VALUES

### Te Whāriki.

Weaving a tapestry of understanding together.

### Tipuora.

Growing a thriving and dynamic life.

### Kaitiakitanga.

Guardianship, shelter and sustainability.

## OUTCOMES



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



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



**Mobile Timaru.**  
**Te ara āheitanga.** Sustainable & inclusive mobility



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



**Dynamic Timaru.**  
**Ōhanga taineke.** Resilient local economy

## EXPLORATORY TRIALS



## KEY MOVES



**GREEN WEAVE**  
**TE RARANGA A TANE**  
Embrace the centre with greenways



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



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



**THE HEART WITHIN**  
**TE NGĀKAU A IWI**  
Cultivate a cultural core

### IDEAS



**TARGETED TRIALS**

### IDEAS



**TARGETED TRIALS**

### IDEAS



**TARGETED TRIALS**

### IDEAS



**TARGETED TRIALS**

# 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.