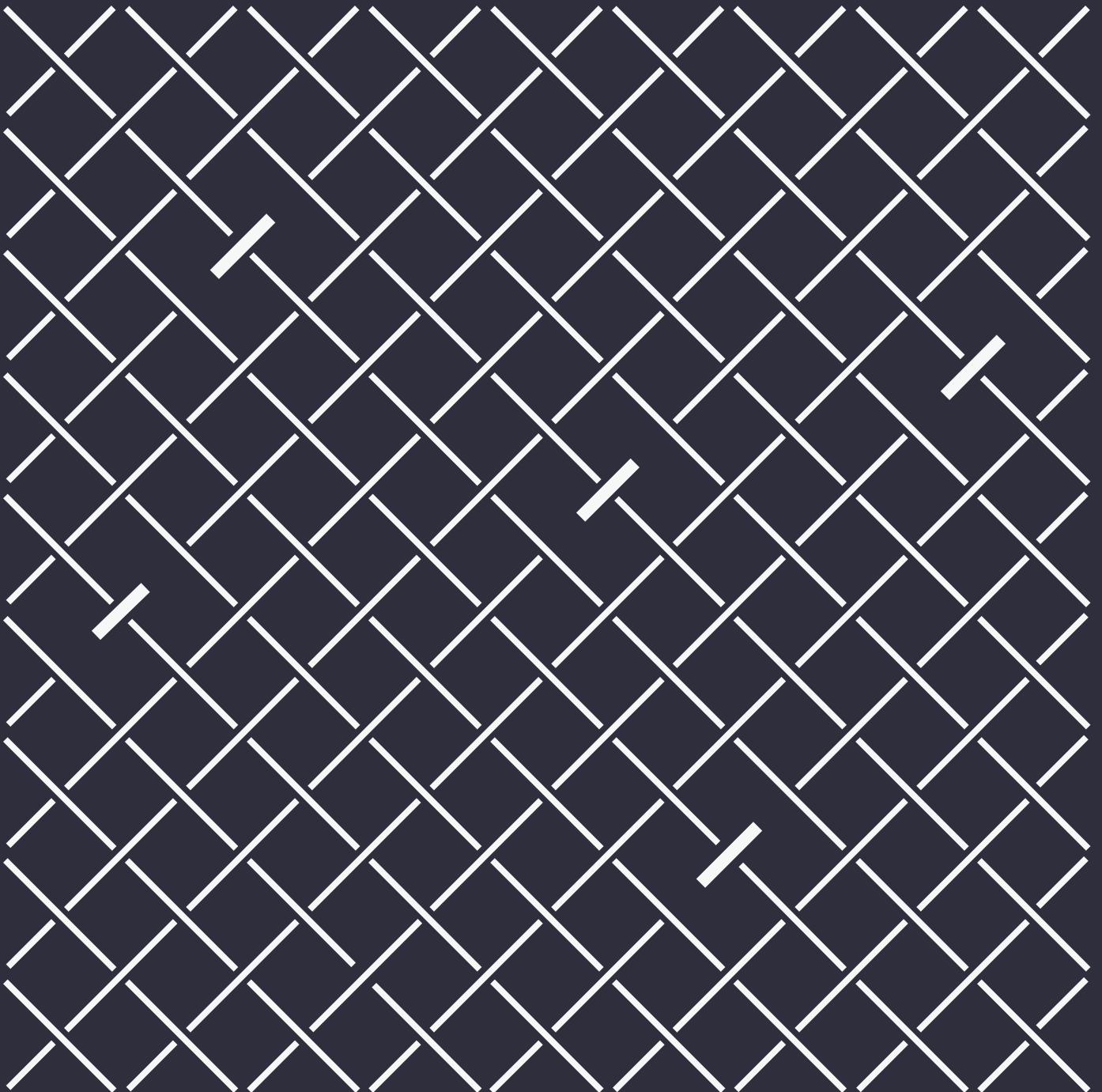


TIMARU CITYTOWN

WORKSHOP SERIES SUMMARY 22'





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01

OVERVIEW

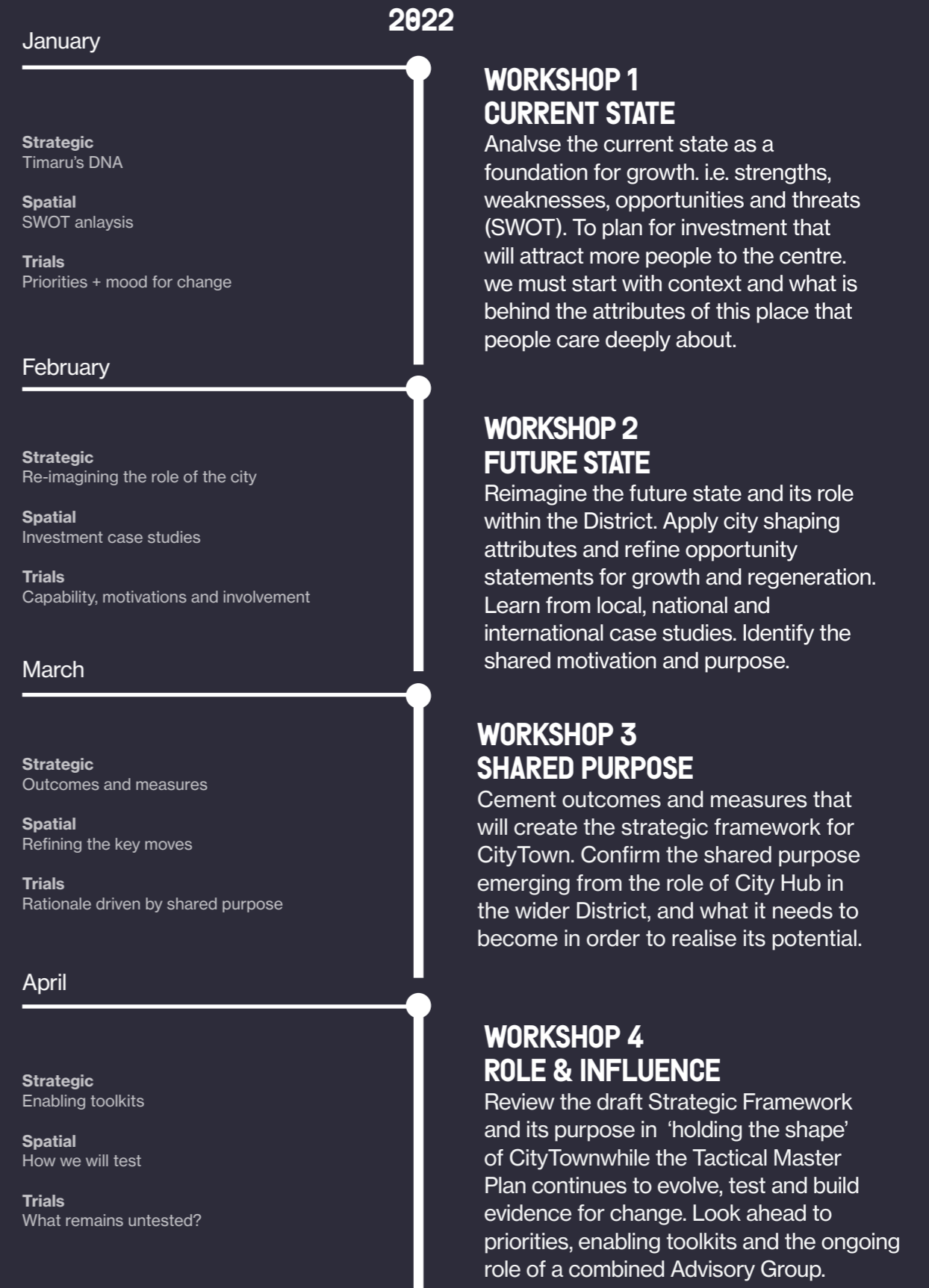


ENGAGEMENT STRATEGY

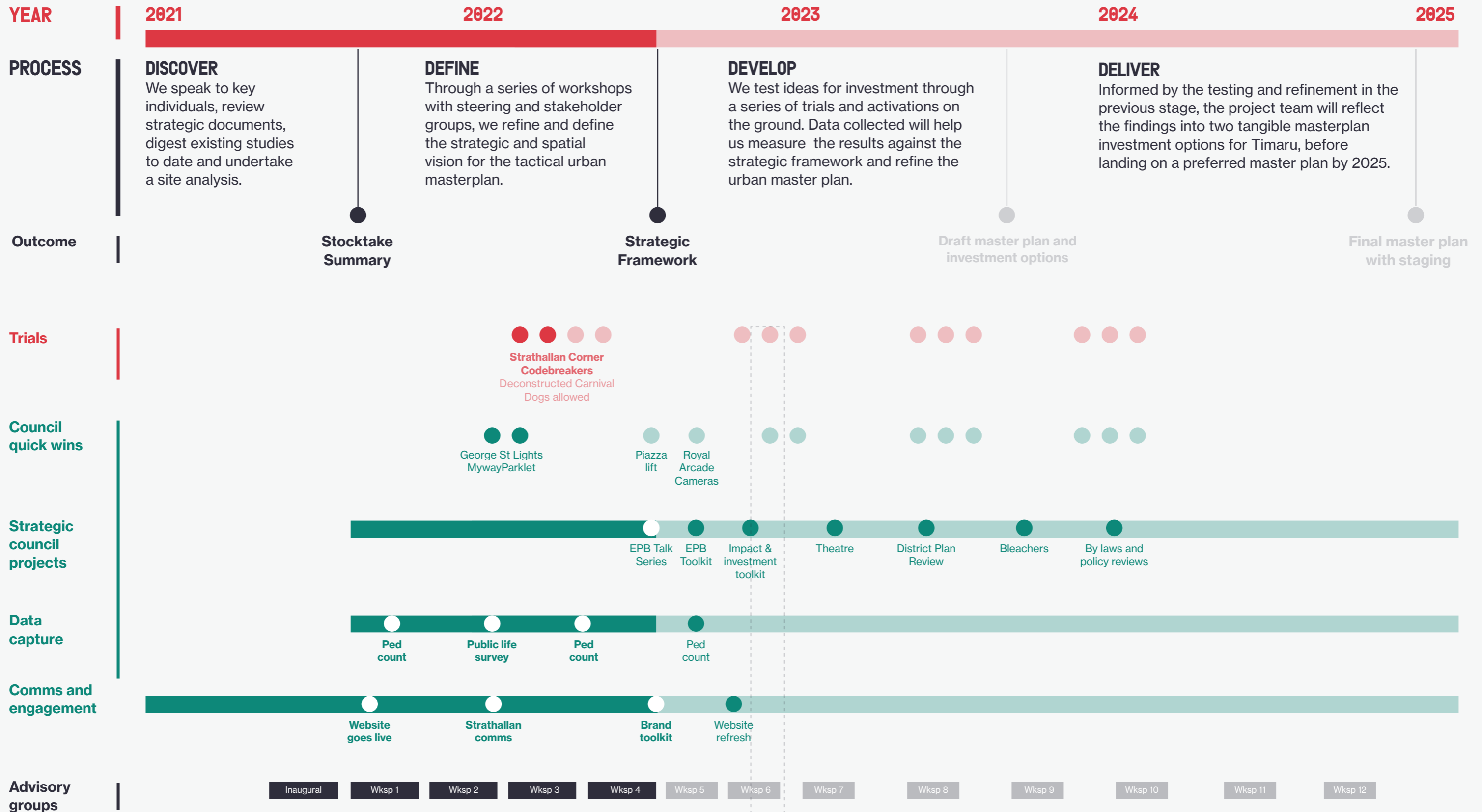
To develop CityTown’s Strategic Framework a Community Advisory Group (CAG) as well as a Development and Investment Advisory Group (DIG) reviewed, refined and defined the strategic ambitions for CityTown. This was done across a series of four workshops looking at current state, future state, shared purpose 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



02

WORKSHOP SUMMARIES



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.

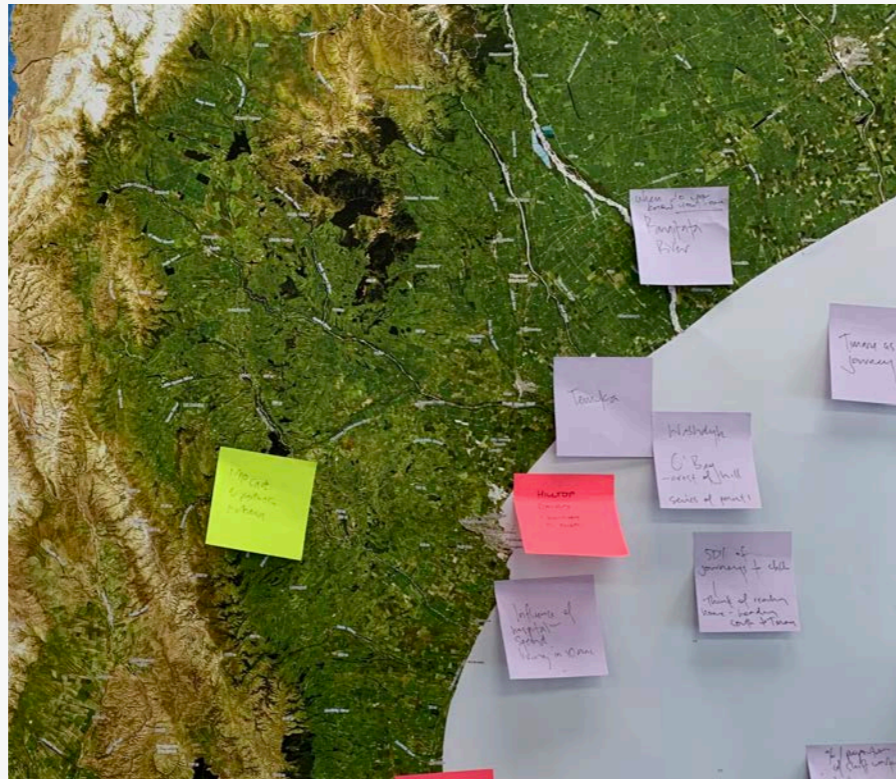
Activity two: Collectively test current scenarios and early ideas put forward by the design team to help explore the process.

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

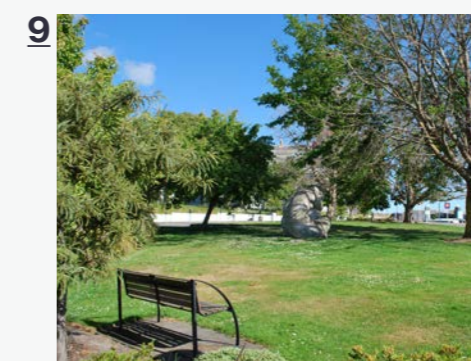
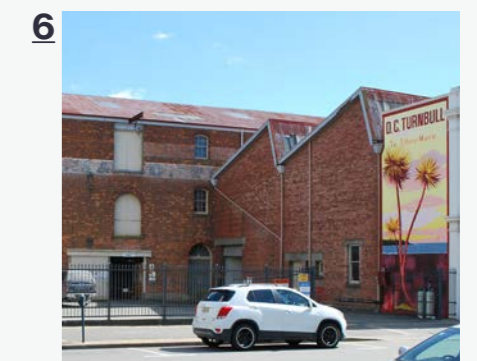
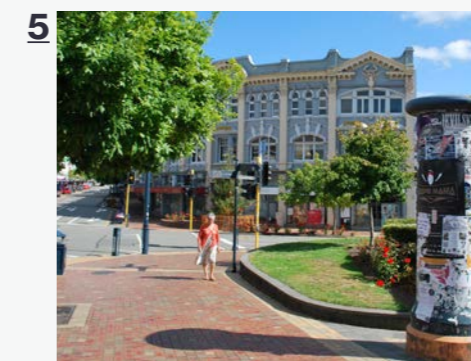
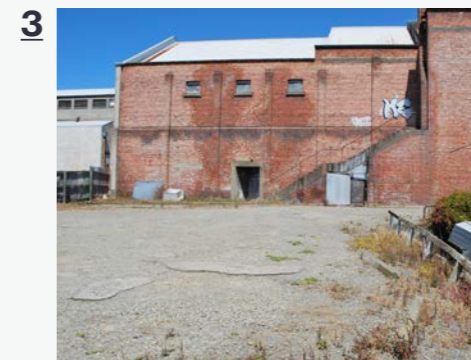
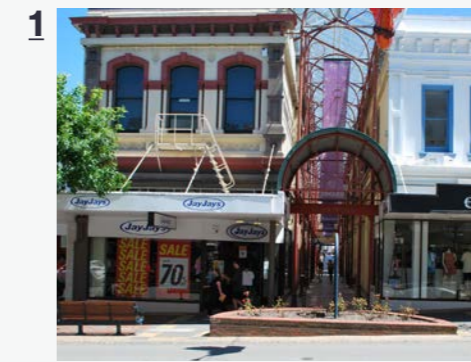
10 Station Street

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

Wrenmu grew up and still lives in Temuka. He has ancestral connections to Te Runanga o Aoroharua, 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 Wrenmu - 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 had been contemplating moving and finding a job in another city once he finished 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
- Accommodated/ 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?

City attributes prioritisation...

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

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 shelter 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 leisure destination expands outward with coastal drift and reclamation, the water's edge is actively shifting further from the city. Yet there is a real opportunity 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 imprint of the original shoreline, terraces, landings and stream gullies and making them visible again in the city.
- Bring natural edges into the city with urban greenways and planting for biodiversity, climate change and resilience.
- Connect and expand existing green spaces 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 and establish business, both of which are positive for city centre development and growth. With Canterbury as its backyard, access to the outdoors is a strong selling point. Timaru is uniquely placed to capture residential and work-live scenarios in the city centre because of its amenity, convenience and capacity via vacancies. There is an opportunity to broaden the demographic and reverse static growth with 'pioneers' of city centre living attracted to a combined package of accommodation and workspace. This in turn will put patrons on the doorstep 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, bonuses, fast tracking consents and dispensations are offered where conducive to positive growth.
- Support enterprise and incubator initiatives coupled with affordable housing to create an attractive work-live 'package' for entrepreneurs
- Encourage residential where retail/commercial is overextended (e.g. south end of Stafford Street)
- Encourage variety rather than a trade-off to fill vacancies
- Ensure residential in 'transition' zones (e.g. south of the Theatre Royal) is designed well at ground floor to activate the street and enable adaptive reuse
- Convert residential with amenity in close proximity - Caroline Bay Civic, Port and easy access, future greenways.
- Residential in central City Hub locations will generate more non-residential activity - consolidate to ensure critical mass.
- Encourage variety and choice for residential and work-live typologies at the appropriate density. Test unproven city centre residential market for terrace housing and apartments to support development visibility.

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. Neither public nor private, neither indoor or outdoor.

- Free and fun attractions for families, active boomers and youth. Public toilets are accessible for all.
- More quality public spaces that are inclusive, intergenerational and promote urban play.
- Find and trial creative community venues for craft, art, learning, cooking on the 'train street'.
- Youth entrepreneurial space to try new things, launch an idea, hang out. Reciprocity with Arts.
- All weather drop-in safe space for kids and grandparents to wait & play or read while parents shop/work.
- Kiosks, mobile vendors and light commercial to enliven public spaces and eat outdoors.
- Raise rebates to allow more social enterprise and repurposing of vacant buildings.
- Bottom-up community involvement and ideas generation.

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

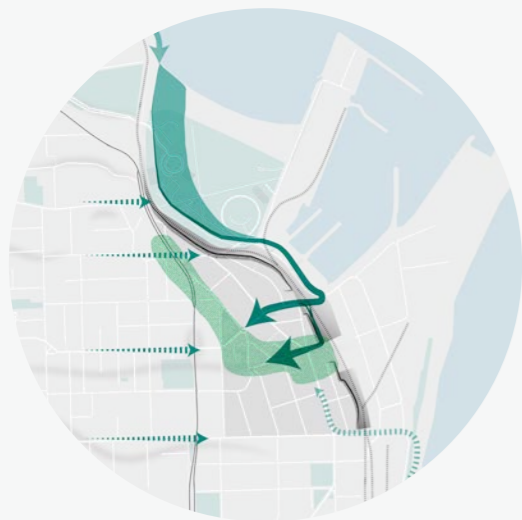
Attendees were asked to share their thoughts on the presented draft key moves. Share anything they liked or felt was missing.

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

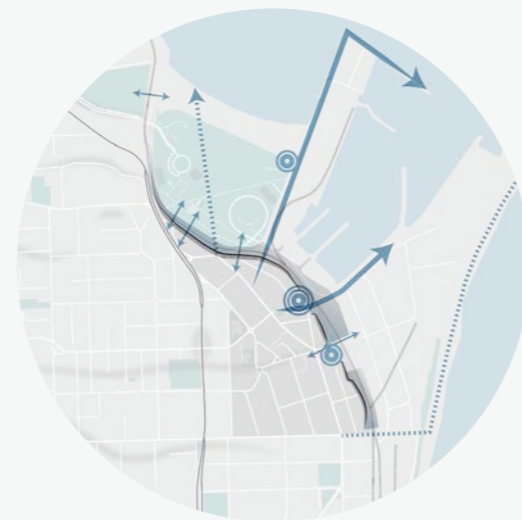


Embrace The city with active greenways.

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?

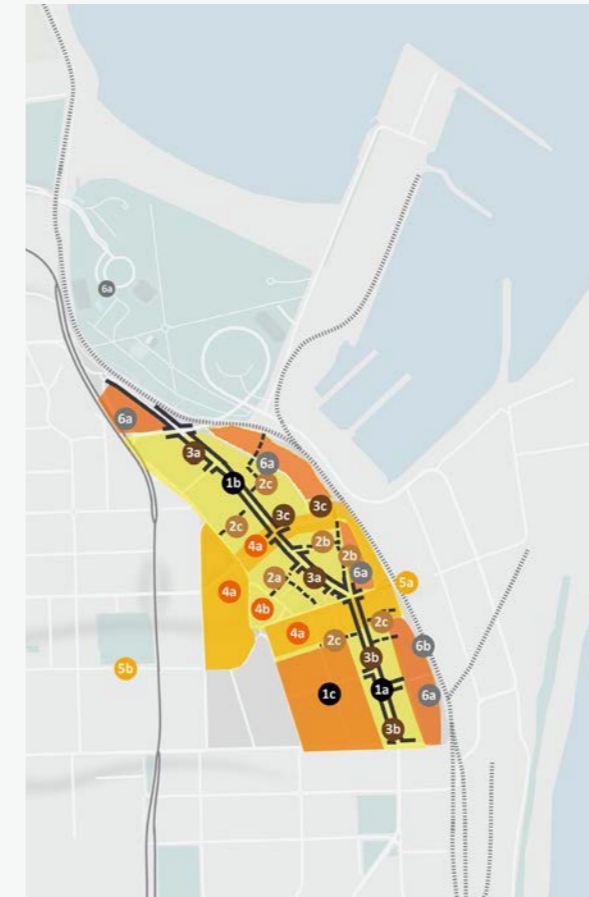
- 1, 3b

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 brave 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?

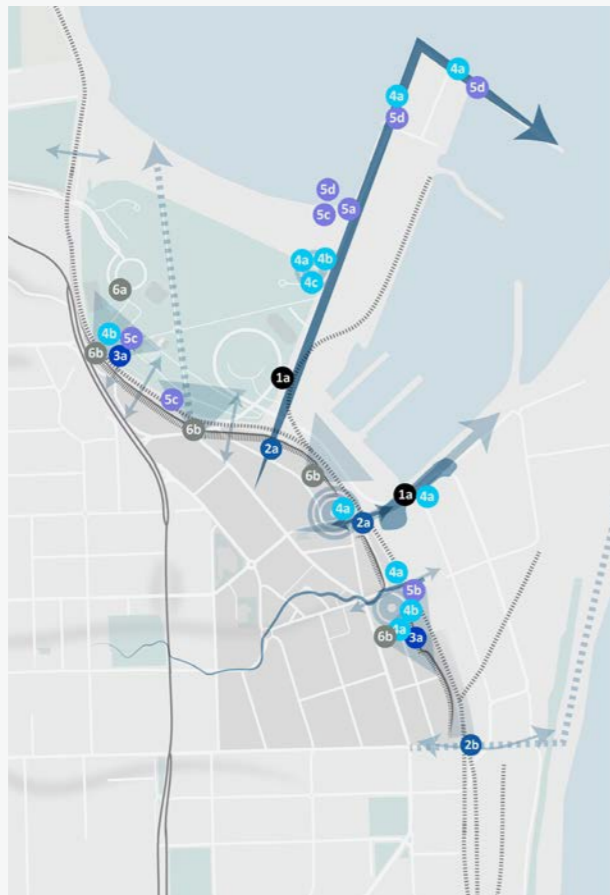
- 1, 5, 2, 1a, 6

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?

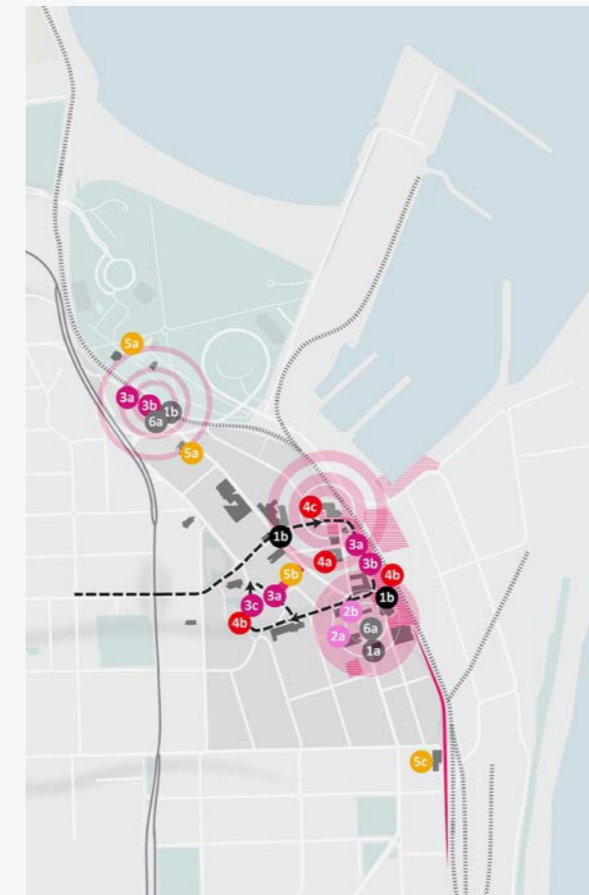
- 4a, 4b, 3b, 6a, 1a, 2b, 5

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

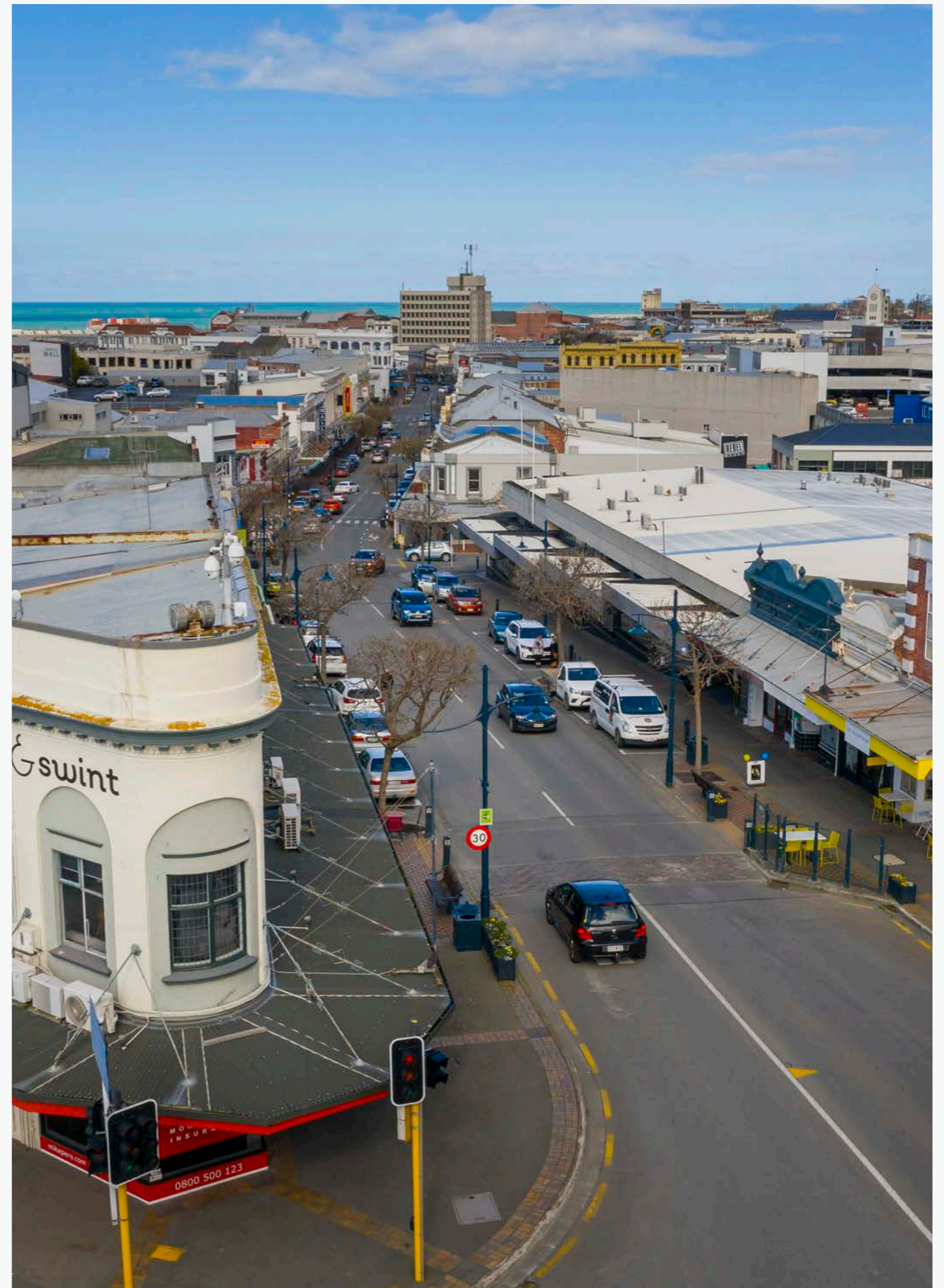
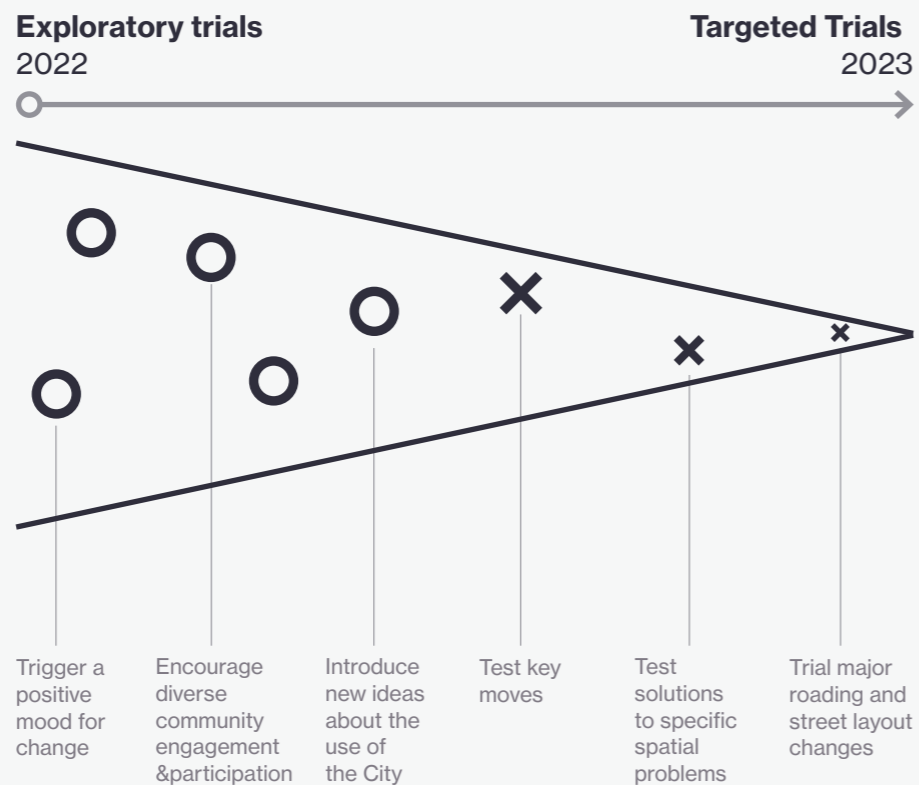
- to uncover, test and build on ideas outlined in the strategic framework
- challenge our assumptions before committing funding to any big-ticket items.
- ensure ideas are functional, attractive, and well utilised by our communities
- work towards achieving our outcomes and key moves.
- these trials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

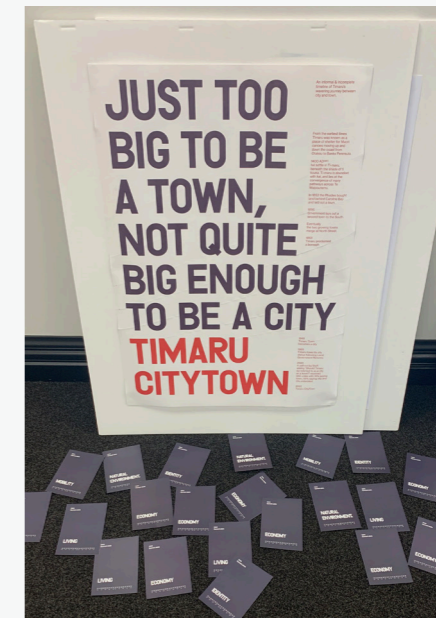
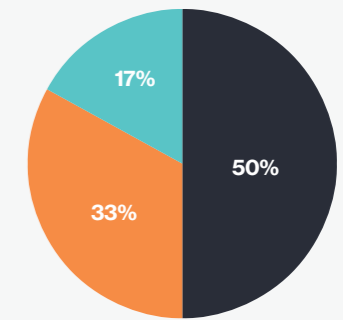
- Working together across a range of agencies because we need to and want to
- Limited educational and recreational opportunities available outside of working hours. Are we a part-time city?

What makes Timaru feel like a town?

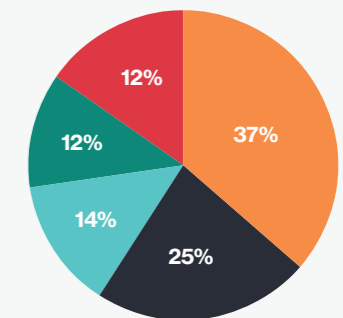
- Opportunities and resources
- Reasonable employment opportunities
- Diversity of people, social opportunities



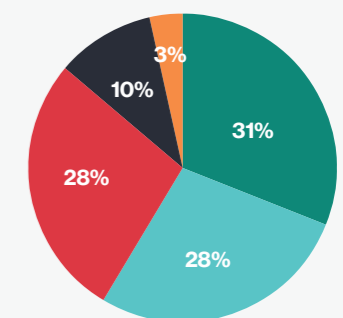
Timaru City
Total votes (6)



Somewhere in between
Total votes (22)



Timaru Town
Total votes (28)



STRATEGIC OUTCOMES

The five outcomes keep us accountable and ensure we 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.

OUTCOME
Future state



Healthy Timaru.


XXXXXXXXXXXXXXXXXXXX

A regenerated natural environment supported by our role as kaitiaki.

Bring the health of the natural environment at the forefront of the CityTown strategy and actions. Adopt a positive and pro-active 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.

OUTCOME
Future state



Mobile Timaru.

XXXXXXXXXXXXXXXXXXXX

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

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

This outcome will primarily rely on 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.

OUTCOME
Future state



Dynamic Timaru.

XXXXXXXXXXXXXXXXXXXX

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 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.

OUTCOME
Future state




Loved Timaru.

XXXXXXXXXXXXXXXXXXXX

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, breaking down the rural-urban divide. This outcome will rely on protection and celebration of 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.

OUTCOME
Future state



Everyday Timaru.

XXXXXXXXXXXXXXXXXXXX

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

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 CityTown 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.

THEMES

Attendees were asked to score the themes against the above outcomes using these scoring sheets. They were asked to score how the theme in the context of how it is today compared to what the aspiration in 10 years would be.

<p>NATURAL ENVIRONMENT → TAIAO</p> <p>OUTCOME: Healthy Timaru</p> <p>OUTCOME STATE</p> <p>Do you agree with the score we have given? If not, explain why and what score you would give it.</p> <p>IN-USE APPROX</p> <p>WHAT SCORE CAN WE ASPIRE TO IN THE NEXT 10 YEARS AND WHY? Explain a few ideas that can get us your desired score.</p>	<p>IDENTITY → TUAKIRI</p> <p>OUTCOME: Loved Timaru</p> <p>OUTCOME STATE</p> <p>Do you agree with the score we have given? If not, explain why and what score you would give it.</p> <p>IN-USE APPROX</p> <p>WHAT SCORE CAN WE ASPIRE TO IN THE NEXT 10 YEARS AND WHY? Explain a few ideas that can get us your desired score.</p>	<p>MOBILITY → KAUI</p> <p>OUTCOME: Mobile Timaru</p> <p>OUTCOME STATE</p> <p>Do you agree with the score we have given? If not, explain why and what score you would give it.</p> <p>IN-USE APPROX</p> <p>WHAT SCORE CAN WE ASPIRE TO IN THE NEXT 10 YEARS AND WHY? Explain a few ideas that can get us your desired score.</p>	<p>ECONOMY → OHANGA</p> <p>OUTCOME: Dynamic Timaru</p> <p>OUTCOME STATE</p> <p>Do you agree with the score we have given? If not, explain why and what score you would give it.</p> <p>IN-USE APPROX</p> <p>WHAT SCORE CAN WE ASPIRE TO IN THE NEXT 10 YEARS AND WHY? Explain a few ideas that can get us your desired score.</p>	<p>LIVING → KAIO</p> <p>OUTCOME: Everyday Timaru</p> <p>OUTCOME STATE</p> <p>Do you agree with the score we have given? If not, explain why and what score you would give it.</p> <p>IN-USE APPROX</p> <p>WHAT SCORE CAN WE ASPIRE TO IN THE NEXT 10 YEARS AND WHY? Explain a few ideas that can get us your desired score.</p>
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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

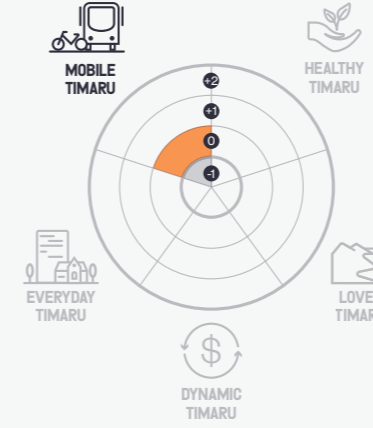
Timaru is known for its attractive lifestyle and affordability. EVERYTHING is here – a hospital, premier parks, an airport, employment opportunities. But the condition of the existing housing stock, and the lack of choice for incomers may be an inhibitor to growth.

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.

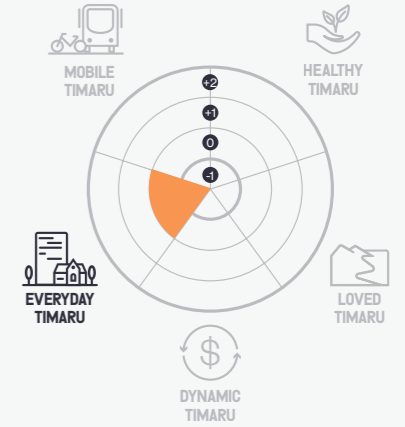
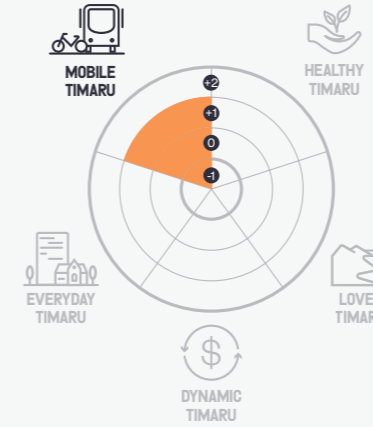
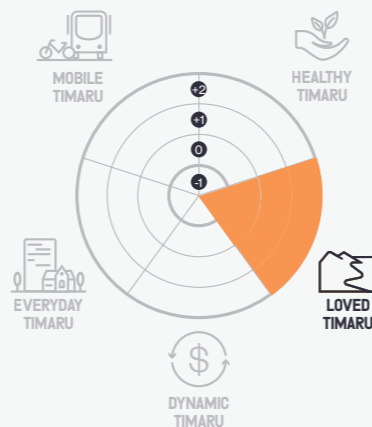
Not satisfying demands so people are going elsewhere, EPBs - returns on investment not obvious if customer numbers are low, not safe/easy for customers

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 the 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 industrious.

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 waters 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 outlandsgaps that lead the way in new building typologies and conversions. Segmenting the mainstreet 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 insert 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)


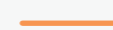

- Deconstructed carnival
- Targeted drop-ins and hangout spaces, e.g. Central youth space, Kaumatua space, elderly or intergeneration space
- More visible art & culture
- Temp. use of vacant shops
- Open Studio event First Thursdays (Fridays)
- Stafford St build-out e.g. Play offerings, Connection to 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.



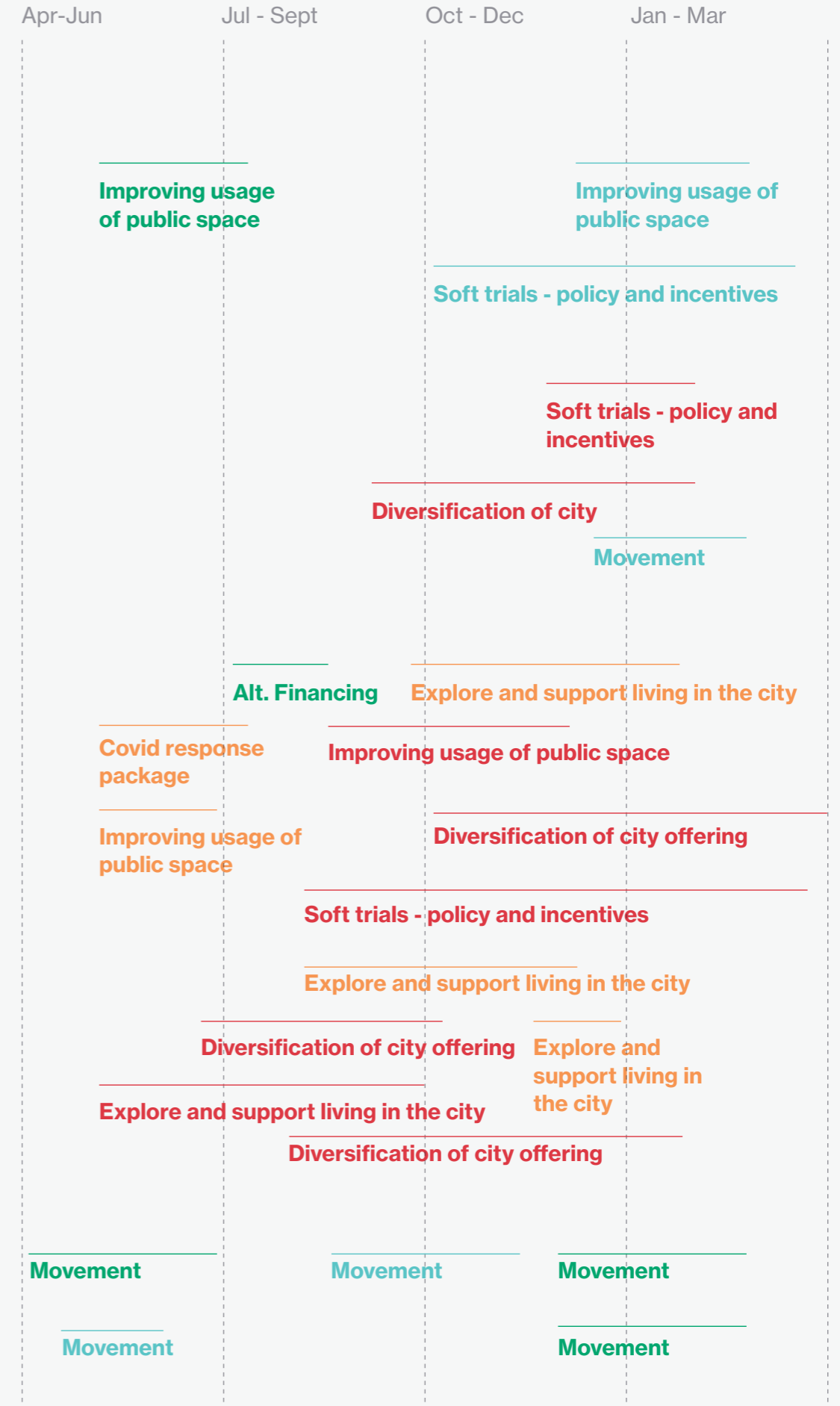
Dynamic Timaru.



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?

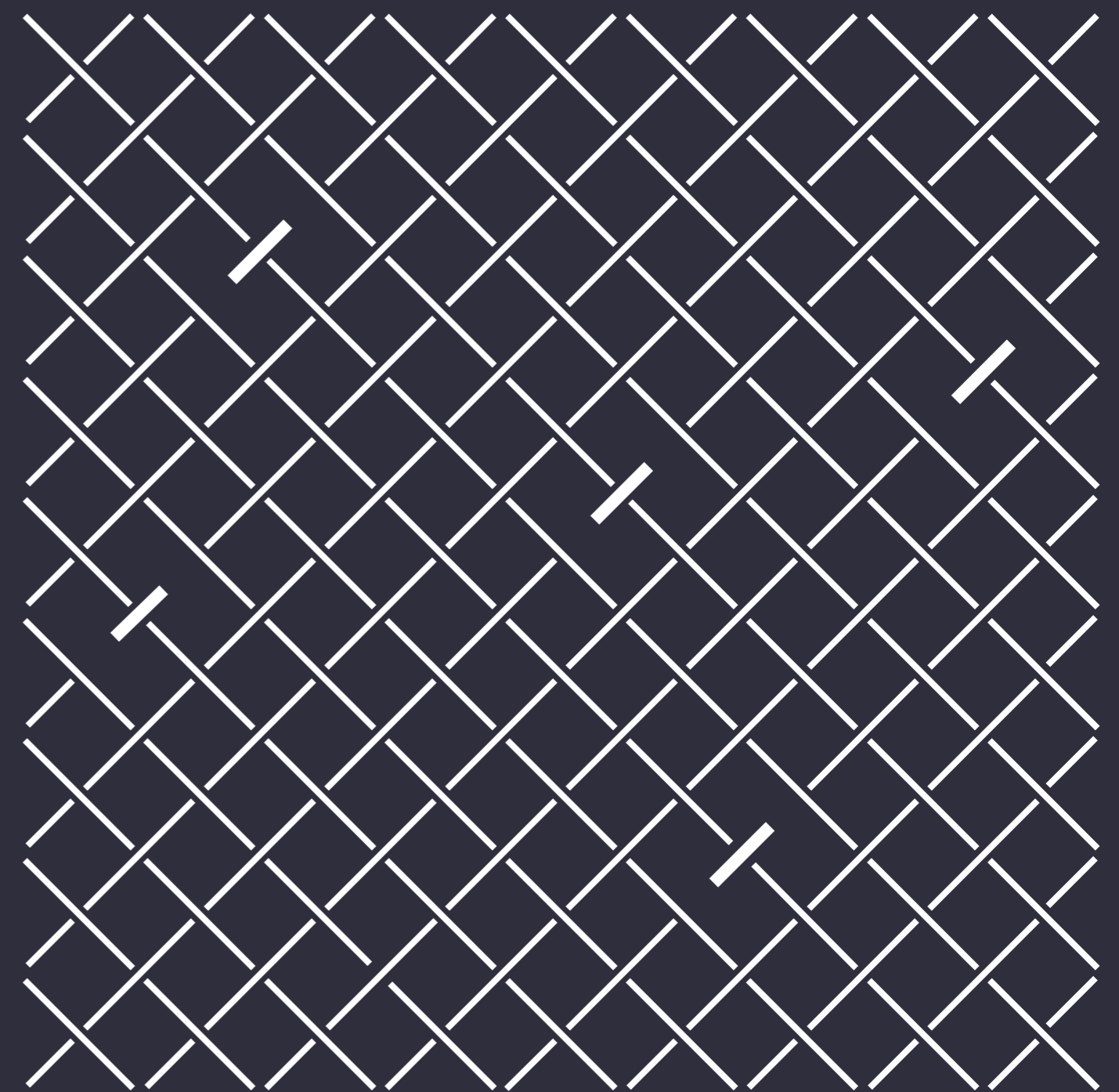
- Value proposition (ROI for both TDC and ratepayers) to change viable Royal Arcade. Insufficient evidence behind this idea, no realisation of costs/risks
- Community voice, what is the community saying?
- Reflection+ voice from members of the community - a wide range of groups. Age, ethnicity, financial 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.

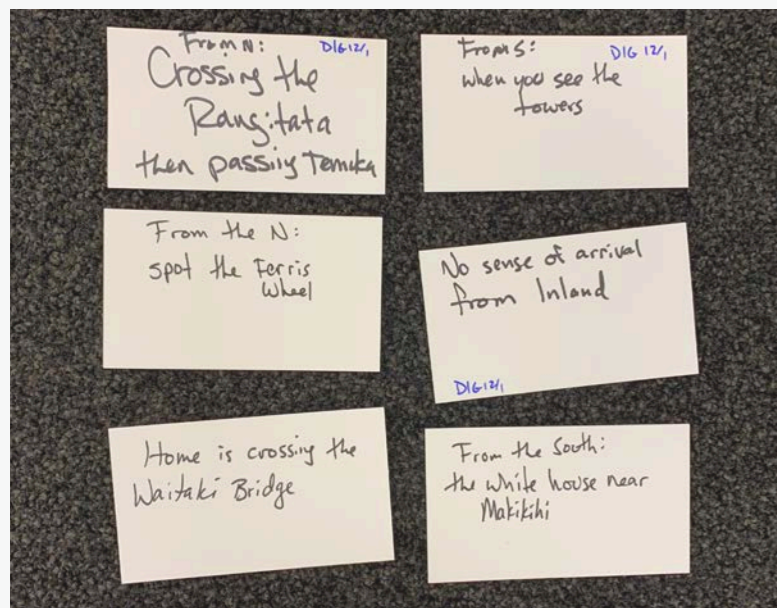
What requires more exploration?

- 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?

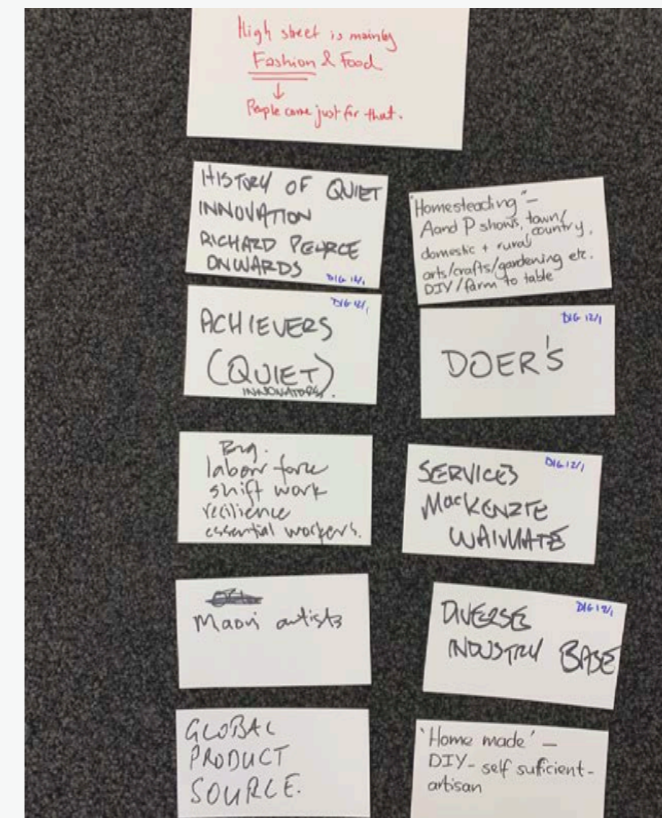
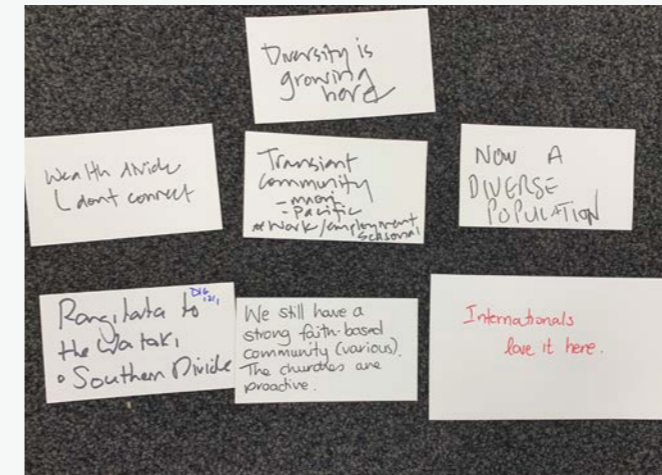


WORKSHOP 1 ACTIVITY 1 RESULTS

Where do you feel most at home?



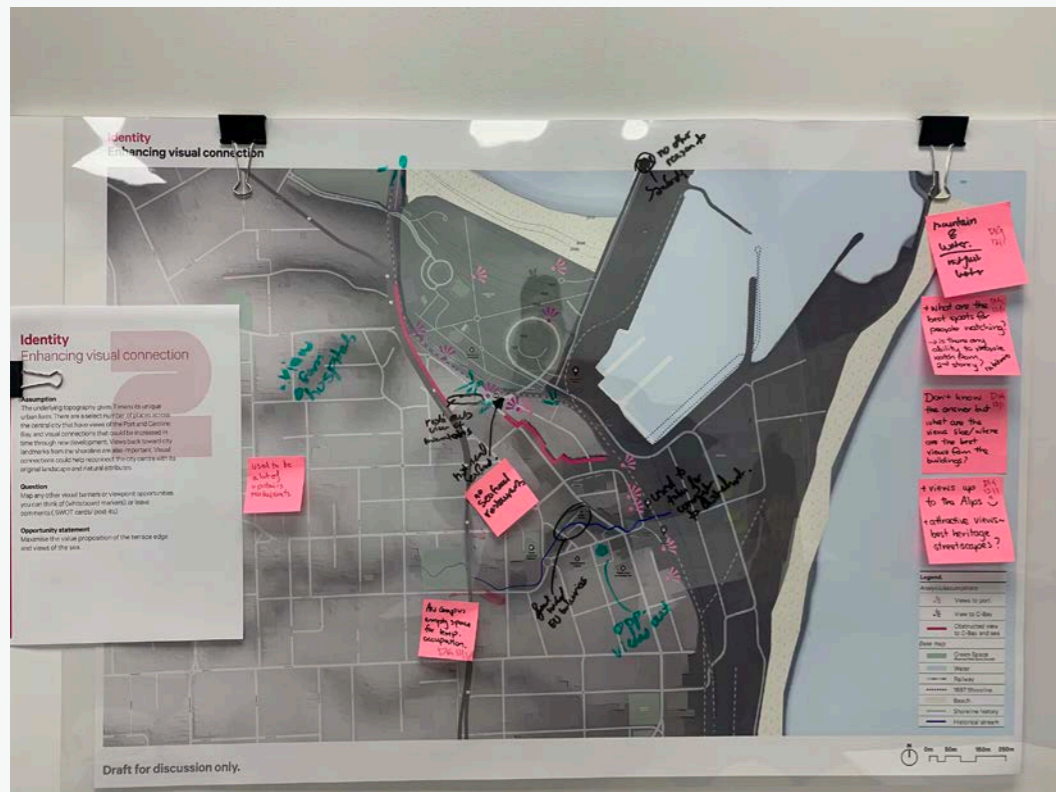
Who is Timaru?



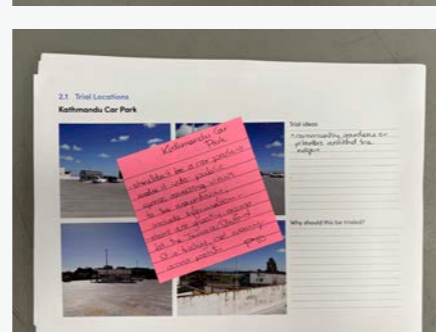
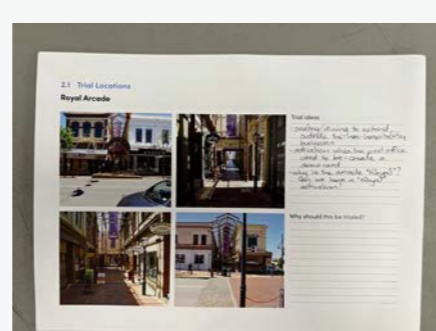
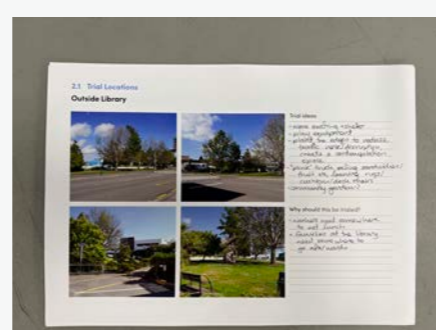
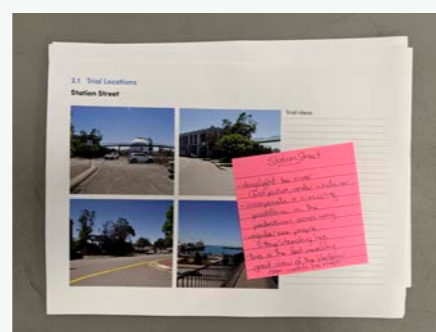
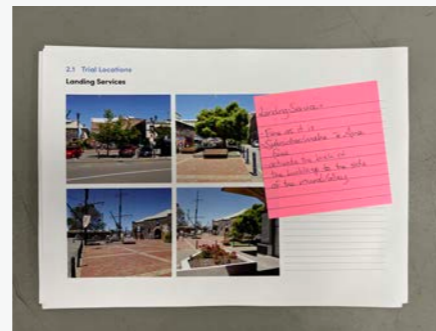
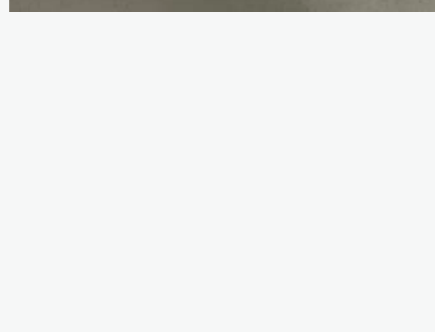
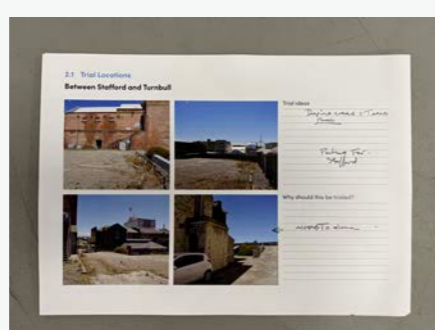
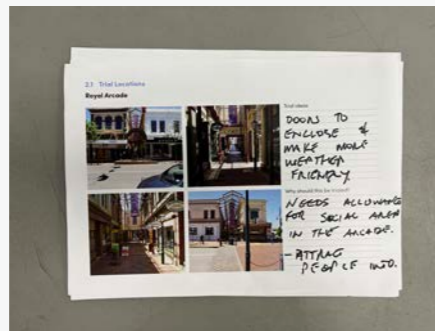
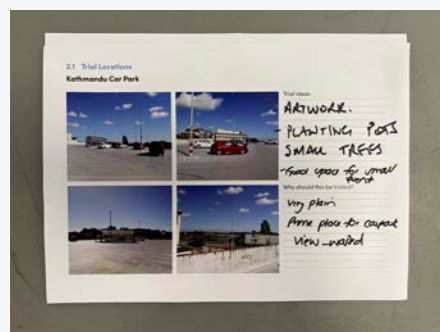
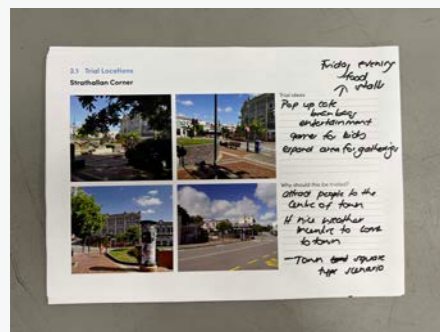
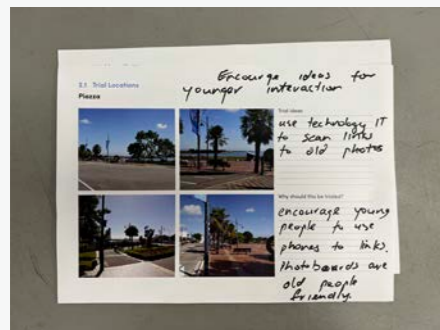
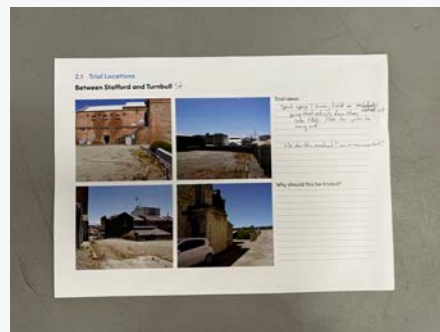
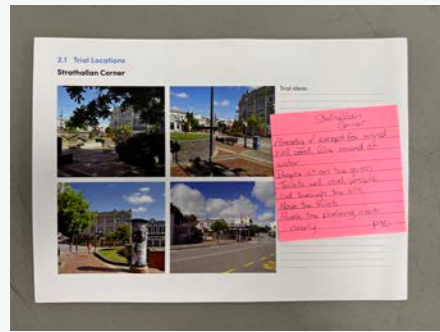
WORKSHOP 1 ACTIVITY 2 RESULTS



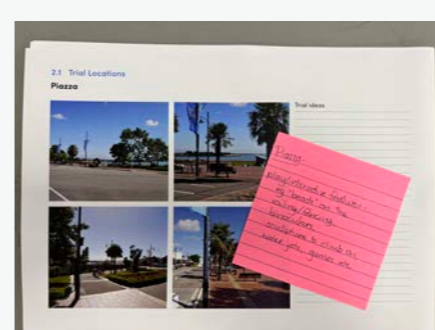
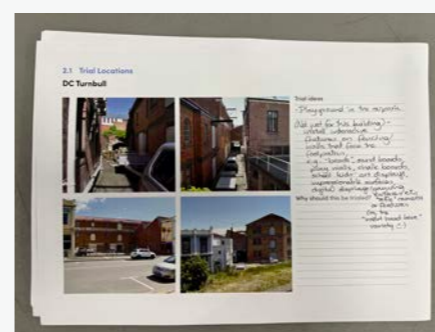
WORKSHOP 1 ACTIVITY 2 RESULTS



WORKSHOP 1 ACTIVITY 3 RESULTS




WORKSHOP 1 ACTIVITY 3 RESULTS



WORKSHOP 2 ACTIVITY 1 RESULTS

Lucas & Amanda.



- 26 & 28 years old
- Nelson
- Young professional tourists
- Campervan

Bio

Lucas and Amanda are avid 'free independent travellers' (FIT), and like taking their time to travel and explore. They typically hire a campervan in the summer and drive between music festivals, hikes/trails and towns. They prefer freedom camping and 'core-free experiences', because it allows them to spend more in each town on food and special experiences. When they adventure around Te Waiopounamu, they often like to stop in Oamaru for a coffee and check out the art galleries, artisan food offerings and steampunk attractions before heading inland to the mountains. They heard about a Rock n Hop event happening at Caroline Bay in Timaru and were curious to check it out, but COVID-19 disrupted the event and they decided to go elsewhere. They are not sure what else Timaru offers but they found there is a freedom camp site on the beach by the sea and may come back.

Needs

- Campground
- Like a nice place to have coffee

Challenges

- On a budget
- Hero events are one-offs, and may be mis-timed

Key considerations

- Seasonal tourist
- Only engage with Caroline Bay and not the CBD
- Free experiences

A day in the life...

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

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

Marama.



- 30 years old
- Christchurch
- CEO
- Bullet train /e-mobility/taxis

Bio

Marama, CEO of a food tech company, comes down to Timaru for key stakeholder, staff and client meetings quite regularly. She lives in Christchurch, but also flies between cities in Aotearoa and sometimes flies straight to Timaru airport. She wishes that Timaru was well connected with a fast train service from Christchurch. That way she could work on the train, and minimise her carbon footprint. Timaru is a perfect meeting point for in the region and she would like to encourage more of her regional managers to meet here on a regular basis, but is struggling to find great co-working spaces, accommodation and meeting rooms. She recognises the need to make smart business connections with the primary food industries in Timaru, and the potential offered by some of the old industrial buildings that could be repurposed. Her company values local employment and innovation and likes to invest locally. She loves to experience the diverse food offerings of a place when travelling for work, as well as being able to grab a scooter or bike to explore during lunch or on an overnight stay.

Needs

- Easy transport around the CBD
- Co-working spaces with wi-fi
- Accommodation for a night

Challenges

- Reliable public transport options from Christchurch

Key considerations

- Comes to Timaru on occasion
- Little time to go places
- No car in Timaru
- Fast train between Christchurch and Timaru

A day in the life...

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

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

WORKSHOP 2 ACTIVITY 1 RESULTS

Pam & Frank.



- 65 & 69 years old
- Claremont
- Retired farmers
- Car/MyWay

Bio

Pam & Frank are recently retired farmers. They have lived their whole lives in the outskirts of the CBD but since being retired feel a bit isolated. Frank has recently experienced some health problems and needs to travel to the hospital for regular check-ups. They own a few buildings in town that were passed on from Pam's parents, but they have recently found out both are Earthquake Prone Buildings, and they are not sure what to do or how much to invest, which is stressful. They have been contemplating moving to the city centre once the Theatre Royal development is complete to be closer to some cultural activities. They can imagine how nice it would be to enjoy the weekend market more regularly, have a coffee with a view of the beach and take their grandkids regularly to Caroline Bay when their parents are at work. They have been looking, but there doesn't seem to be a lot of choice for accessible and low maintenance urban housing like they saw on their overseas travels. They still want one car to visit family, and despite being active they are nervous about using an e-bike on busy roads. The MyWay Service though is quite good, and they would be open to using that more often.

Needs

- Access to healthcare
- Proximity parking to destinations
- Activities/community groups

A day in the life...

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

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


Challenges

- Accessibility of the CBD
- What to do with investments (EPB)

Key considerations

- Willing to try MyWay and e-mobility

Wiremu.



- 24 years old
- Glenwood
- Student/Entrepreneur
- Car/bike

Bio

Wiremu grew up and still lives in Temuka. He has ancestral connections to Te Rūnanga o Arowhenua, 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 sceneries of Canterbury. However, it has been difficult for Wiremu - 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 had been contemplating moving and finding a job in another city once he finished his studies but a mentor motivated him to develop a food start-up in Timaru given the primary industries that surround it and the bubbling interest in a food hub in the CBD. He hope 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

A day in the life...

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

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

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
- Accommodation/ no new rentals and lack of secure affordable tenancy

WORKSHOP 2 ACTIVITY 1 RESULTS

Wiremu.



24 years old
Glenwood
Student/Entrepreneur
Car/bike

Bio
Wiremu grew up and still lives in Temuka. He has ancestral connections to Te Rōnanga o Arowhenua, and whānau 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 sceneries of Canterbury. However, it has been difficult for Wiremu - 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 had been contemplating moving and finding a job in another city once he finished his studies but a mentor motivated him to develop a food start-up in Timaru given the primary industries that surround it and the bubbling 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

*More options → Ara
Central city affordable accom.
Co/kitchen/production space
Student accom shared*

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

*Lack student accom.
No central pub/dining/ bar/night life
Uber / transport out + home*

Key considerations

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

*How to retain & attract back
Business confidence*

A day in the life...
If the city met your personal needs, what could a day in their life in the city look like?

*- Wakes up - walk to cafe / Ara or bike / bus drive
- Needs Ara to be vibrant / fun / inspiring / social
- DE + FLOWERS
- large groups student start up hub
- Hub/activities open OPTIONS
- travel home transport options uber/taxi/ais*

City attributes prioritisation...
Prioritise the city attributes that would make your personal life in Timaru easier or more feasible.


Economic utility.
Priority 1

Amenity.
Priority 2

Affordability.
Priority 3

Cultural distinctiveness.
Priority 4

Wiremu.



24 years old
Glenwood Temuka
Student/Entrepreneur
Car/bike

Bio
Wiremu grew up and still lives in Temuka. He has ancestral connections to Te Rōnanga o Arowhenua, and whānau 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 sceneries of Canterbury. However, it has been difficult for Wiremu - 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 had been contemplating moving and finding a job in another city once he finished his studies but a mentor motivated him to develop a food start-up in Timaru given the primary industries that surround it and the bubbling 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

*Reliable transport between Temuka + Timaru
Gathering information from Agencies
Car sharing / works BUS*

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

*Bike racks or Public transport
correspondence school
Marae his crew*

Key considerations

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

Pam & Frank.



65 & 69 years old
Claremont
Retired farmers
Car/MyWay

Bio
Pam & Frank are recently retired farmers. They have lived their whole lives in the outskirts of the CBD but since being retired feel a bit isolated. Frank has recently experienced some health problems and needs to travel to the hospital for regular check-ups. They own a few buildings in town that were passed on from Pam's parents, but they have recently found out both are Earthquake Prone Buildings, and they are not sure what to do or how much to invest, which is stressful. They have been contemplating moving to the city centre once the Theatre Royal development is complete to be closer to some cultural activities. They can imagine how nice it would be to enjoy the weekend market more regularly, have a coffee with a view of the beach and take their grandkids regularly to Caroline Bay when their parents are at work. They have been looking, but there doesn't seem to be a lot of choice for accessible and low maintenance urban housing like they saw on their overseas travels. They still want one car to visit family, and despite being active they are nervous about using an e-bike on busy roads. The

Needs

- Access to healthcare
- Proximity parking to destinations
- Activities/community groups

young infernal

Challenges

- Accessibility of the CBD
- What to do with investments (EPB)

- CAR


Key considerations

- Willing to try MyWay and e-mobility

- E-BIKES LANES

WORKSHOP 2 ACTIVITY 1 RESULTS

Pam & Frank.



65 & 69 years old
Claremont
Retired farmers
Car/MyWay

Bio
Pam & Frank are recently retired farmers. They have lived their whole lives in the outskirts of the CBD but since being retired feel a bit isolated. Frank has recently experienced some health problems and needs to travel to the hospital for regular check-ups. They own a few buildings in town that were passed on from Pam's parents, but they have recently found out both are Earthquake Prone Buildings, and they are not sure what to do or how much to invest, which is stressful. They have been contemplating moving to the city centre once the Theatre Royal development is complete to be closer to some cultural activities. They can imagine how nice it would be to enjoy the weekend market more regularly, have a coffee with a view of the beach and take their grandkids regularly to Caroline Bay when their parents are at work. They have been looking, but there doesn't seem to be a lot of choice for accessible and low maintenance urban housing like they saw on their overseas travels. They still want one car to visit family, and despite being active they are nervous about using an e-bike on busy roads. The MyWay Service though is quite good, and they would be open to using that more often.

Needs

- Access to healthcare
- Proximity parking to destinations
- Activities/community groups

Challenges

- Accessibility of the CBD
- What to do with investments (EPB)

Key considerations

- Willing to try MyWay and e-mobility

Handwritten notes:
- Finding accommodation or how to build storage facilities for investments - need info from council - how much etc.

A day in the life...

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


Handwritten notes:
- come down for a coffee
- bit of exercise: walk on beach or bike ride
- meet up w/ friends @ bridge club or plates etc.
- regular family visits, picnic @ Bay
- looking after or picking up grandkids from school
- sometimes an evening outing to the Royal
- social life in the centre of town
- sat. market

City attributes prioritisation...

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

- Affordability.** Priority 1
- Accessibility.** Priority 2
- Amenity.** Priority 3
- Community Attitude.** Priority 4

Marama.



30 years old
Christchurch
CEO
Bullet train / e-mobility/taxis

Bio
Marama, CEO of a food tech company, comes down to Timaru for key stakeholder, staff and client meetings quite regularly. She lives in Christchurch, but also flies between cities in Aotearoa and sometimes flies straight to Timaru airport. She wishes that Timaru was well connected with a fast train service from Christchurch. That way she could work on the train, and minimise her carbon footprint. Timaru is a perfect meeting point for in the region and she would like to encourage more of her regional managers to meet here on a regular basis, but accommodation and meeting rooms. She recognises the need to make smart business connections with the primary food industries in Timaru, and the potential offered by some of the old industrial buildings that could be repurposed. Her company values local employment and innovation and likes to invest locally. She loves to experience the diverse food offerings of a place when travelling for work, as well as being able to grab a scooter or bike to explore during lunch or on an overnight stay.

Needs

- Easy transport around the CBD
- Co-working spaces with wi-fi
- Accommodation for a night

Handwritten notes:
- Airport shuttle
- Bikes / scooters to use (like Lime)
- Spaces for working/meeting

Challenges

- Reliable public transport options from Christchurch

Handwritten notes:
- Bring back the train! (or railcar)
- Shuttle bus service
- Corporate taxi/shuttle.

Key considerations

- Comes to Timaru on occasion
- Little time to go places
- No car in Timaru
- Fast train between Christchurch and Timaru

A day in the life...

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


City attributes prioritisation...

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

- Air port is disconnected from CBD train service.** UTILISE THE FOOD CO SHOPS WORKING SPACES Priority 1
- car parks close
- Food CO SHOPS OFFICE SPACE IN ACCESSIBLE POSITION WITH GOOD PARKING.** Priority 2
- Good affordable accommodation WITH GOOD AMENITY** Priority 3
- PROVIDE INNOVATION AT AFFORDABLE PRICE CORNER REVENUE** Priority 4

WORKSHOP 2 ACTIVITY 1 RESULTS

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CEO
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Challenges

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Key considerations

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A day in the life...

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

- High Quality Public Transport
- Co working space
- High quality public space

City attributes prioritisation...

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


Priority 1: Family friendly - safe paths, toilets, space off the road/footpath to manage kids' needs

Priority 2: Green or quiet or play space - amenity

Priority 3: Social/ community culture and diversity

Priority 4: "Accessibility" = open outside of working hours

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Challenges

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Key considerations

- Comes to Timaru on occasion
- Little time to go places
- No car in Timaru
- Fast train between Christchurch and Timaru

A day in the life...

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

- shopping for food/household products or furnishings + garden/plants/DIY etc
- parks, playgrounds, pools, chipmunks, flip out etc
- quiet time/downtime - beaches, rivers, forests, camping
- working 9-5 (hohoho, 7-10 :))
- taking children to activities and appointments
- playdates w/ other families (at home or "we'll meet you at X")
- occasional date nights/lunches etc. *OMG!*

City attributes prioritisation...

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


Priority 1: Family friendly - safe paths, toilets, space off the road/footpath to manage kids' needs

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- Accommodation for a night

Challenges

- Reliable public transport options from Christchurch

Key considerations

- Comes to Timaru on occasion
- Little time to go places
- No car in Timaru
- Fast train between Christchurch and Timaru

A day in the life...

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

- Accommodation meeting area
- Wi-Fi
- Transport Str Island to Timaru
- Socialisation Food/Bev/Chill - Night Focus
- Reliable + Quick transport
- Travel - air, train
- Apartment style accommodation
- Meeting venues + venue size
- technology spaces

City attributes prioritisation...

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


Priority 1: Accessibility

Priority 2: Amenity

Priority 3: Community Attitude

Priority 4: Economic Utility

Marama.



30 years old
Christchurch
CEO
Bullet train / e-mobility/taxis

Bio
Marama, CEO of a food tech company, comes down to Timaru for key stakeholder staff and client meetings quite regularly. She lives in Christchurch, but also flies between cities in Aotearoa and sometimes flies straight to Timaru airport. She wishes that Timaru was well connected with a fast train service from Christchurch. That way she could work on the train, and minimise her carbon footprint. Timaru is a perfect meeting point for in the region and she would like to encourage more of her regional managers to meet here on a regular basis, but is struggling to find great co-working spaces, accommodation and meeting rooms. She recognises the need to make smart business connections with the primary food industries in Timaru, and the potential offered by some of the old industrial buildings that could be repurposed. Her company values local employment and innovation and likes to invest locally. She loves to experience the diverse food offerings of a place when travelling for work, as well as being able to grab a scooter or bike to explore during lunch or on an overnight stay.

Needs

- Easy transport around the CBD
- Co-working spaces with wi-fi
- Accommodation for a night

Challenges

- Reliable public transport options from Christchurch

Key considerations

- Comes to Timaru on occasion
- Little time to go places
- No car in Timaru
- Fast train between Christchurch and Timaru

A day in the life...

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

City attributes prioritisation...

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

Priority 1: Accessibility


Priority 2: Amenity

Priority 3: Community Attitude

Priority 4: Economic Utility

WORKSHOP 2 ACTIVITY 1 RESULTS

Lucas & Amanda.



26 & 28 years old
Nelson
Young professional tourists
Campervan

Bio
Lucas and Amanda are avid 'free independent travellers' (FIT), and like taking their time to travel and explore. They typically hire a campervan in the summer and drive between music festivals, hikes/trails and towns. They prefer freedom camping and 'core-free experiences', because it allows them to spend more in each town on food and special experiences. When they adventure around Te Waiapouamu, they often like to stop in Damaru for a coffee and check out the art galleries, artisan food offerings and steampunk attractions before heading inland to the mountains. They heard about a Rook n Hop event happening at Caroline Bay in Timaru and were curious to check it out, but COVID-19 disrupted the event and they decided to go elsewhere. They are not sure what else Timaru offers but they found there is a freedom camp site on the beach by the sea and may come back.

Needs

- Campground
- Like a nice place to have coffee *...not their one/seavily*
- * art/creative experiences
- * outdoor experiences
- * parking/walk/cycle connections
- * adventure/bike/side activities opportunities
- * music performance experiences
- * weekend events/programmes/alternative/choice?
- ? heritage buildings

Challenges

- On a budget
- Hero events are one-offs, and may be mis-timed
- may discount non-hopper/early market opportunities and times for fun
- * need to park their campervan (services)
- * are they vaccinated?
- * do they speak English?
- * lack of information/awareness
- * already in Otago - difficult to dislodge
- * maybe have delivery requirements?

Key considerations

- Seasonal tourists
- Only engage with Caroline Bay and not the CBD
- Free experiences
- * Hipster attitude
- * local networks - social media? Night bazaars? word of mouth? influencers? (good/bad)

A day in the life...
If the city met your personal needs, what could a day in their life in the city look like?

City attributes prioritisation...
Prioritise the city attributes that would make your personal life in Timaru easier or more feasible.

Cultural distinctiveness. Priority 1

Amenity. Priority 2


Affordability. Priority 3

Environmental responsibility. Priority 4

Handwritten notes for A day in the life:

- Swim in the bay
- Shower at camp facilities
- Buy lunch @ Caroline Bay cafe (as he said)
- Hire a bike, cycle along coastal route down to Piki Point/Lighthouse
- Back to campervan for lunch - having picked up some local produce from Farmer Market + inner city supermarket (meat)
- Walk up to CBD and shop at boutique/artisan stores
- Buy drink coffee and wander up to the Piazza to watch the buskers/perform artists/performance
- Walk the sculpture trail through CBD and the bay
- Walk the heritage arts trail back through the CBD, exit past the Turnbull build -> grab a drink
- walk along market to yacht club restaurant for dinner
- watch view penguins on way back to campervan
- leaves camp towards proposal to Lucas on the beach with a ring bought from a local jeweller

Katrina.



Rosie and Whanau

56 years old 37+57+4+2
Overseas Timaru
Tourist Old professionals and preschooler
Boat/Walking/Blue Car/Walking w bikes/buggies

Bio
Katrina is a photography enthusiast who is passionate about landscapes and wildlife. She enjoys cruise ships because they drop her off in the centre of seaside towns from which she can then go and explore nearby landscapes. Her cruise stops in Timaru which she finds surprising, as it seems to be a default destination for smaller cruise vessels when Lyttelton and Otago Ports are too busy, and she is one of only 4 to 8 ships stopping here this season. She did hear though that there is a penguin lookout in Timaru and that the re-construction of the Antarctic Scott Base is underway. When the cruise ship berths, she likes the busy hum of the port and notices some really interesting heritage buildings across the rail way tracks - including an old flour mill. Although curious, when she jumps off the ship it feels very distant from the city activity and getting to the penguin lookout or a cafe appears to be a mission on foot. Consequently, she chooses to take an earlier bus headed up to Aoraki, Mount Cook. - outdoorsy

Needs

- Clear wayfinding and direction
- Likes organised tours
- Convenience and buzz in one place - not a lot of time
- Enjoys discovery of unique things about a place

family friendly travel
eg. safe pedestrian spaces

family friendly activities
eg. play spaces indoor/outdoor, children's programmes/events

things to do outside of working hours

Challenges - family amenities - frequent toilets/change tables etc

- Dependent on cruise ship and bus schedules
- Rely on word of mouth or good advertising to plan ahead

Key considerations

- ✓ Likes the outdoors
- ✓ Artist - interested in arts & crafts
- Independent but solo traveller
- Food experience
- support local
- variety/diversity of experiences were important than polish
- weekend experiences - especially Sundays

City attributes prioritisation...
Prioritise the city attributes that would make your personal life in Timaru easier or more feasible.

Accessibility. Priority 1

Travel options to Timaru, + around Timaru

Amenities. Priority 2

- space
- accommodation
- transport

Economic vitality. Priority 3

- Employment

Community attitude. Priority 4


- diversity

Handwritten notes for Accessibility:

- City centres that are easy to get around
- have good strategic connections to the wider region (air, rail and road) (including any occasional disadvantages)
- Universal design for getting around
- Inter and inter regional connectivity

WORKSHOP 2 ACTIVITY 1 RESULTS

Katrina.



56 years old
Overseas
Tourist
Boat/Walking/Bus

Bio
Katrina is a photography enthusiast who is passionate about landscapes and wildlife. She enjoys cruise ships because they drop her off in the centre of seaside towns from which she can then go and explore nearby landscapes. Her cruise stops in Timaru which she finds surprising, as it seems to be a default destination for smaller cruise vessels when Lyttelton and Otago Ports are too busy, and she is one of only 4 to 8 ships stopping here this season. She did hear though that there is a penguin lookout in Timaru and Base is underway. When the cruise ship berths, some really interesting heritage buildings across the rail way tracks - including an old flour mill. Although curious, when she jumps off the ship it feels very distant from the city activity and getting to the penguin lookout or a cafe appears to be a mission on foot. Consequently, she chooses to take an earlier bus headed up to Aoraki, Mount Cook.

Needs

- Clear wayfinding and direction
- Likes organised tours
- Convenience and buzz in one place - not a lot of time
- Enjoys discovery of unique things about a place

*Landscapes and/or wildlife information and maps
Cafe, post office, connection from port to town/Bus
Cafe & penguin lookout*

Challenges

- Dependent on cruise ship and bus schedules
- Relies on word of mouth or good advertising to plan ahead

Look out for natural features on Rickson restaurant

Key considerations


- Likes the outdoors
- Artist - interested in arts & crafts
- Independent but solo traveller
- Food experience

person's needs, what could a life in the city look like?

City attributes prioritisation...
Prioritise the city attributes that would make your personal life in Timaru easier or more feasible.

	Priority 1
	Priority 2
	Priority 3
	Priority 4

Jonty & Whānau.



33 years old (kids 2 and 5)
Timaru CBD
Remote worker and artist
Walks/Bikes/Public transport

Bio
Jonty is a creative from Auckland and father of two. He works part-time coordinating art lectures/events, and the other half creating his own artwork. Like many people, COVID-19 has shifted his part-time work online and remote working has remained an option. He wants to provide a more secure home for his family and have his own art studio, but housing has become unaffordable. Remote working has suddenly opened up the possibility for him and his family to move to a smaller town, closer to extended family, with nature on the doorstep. Lower rents mean he could own or share a studio space, and he has heard about the arts scene in Timaru. Coming from a big city, they choose to live in the city centre to ensure easy access to services/ seaside amenities and give themselves a chance to meet other like-minded individuals. Being accustomed to public transport, they would use the Myway bus service in Timaru, but primarily walk around. During the week they like the idea of a quick family bike ride around Caroline Bay after work, and on the weekends to adventure further along the coast by bike. However, Jonty and his family are struggling to find suitable housing options, and securing studio space is difficult because of the

Needs

- Childcare when both parents are working
- Year-round activities for kids
- Studio space near home - potentially a community co-working space

*Child Care
School
Public Transport
Affordable - 1 Room
- Fridge
- C Bay*

Challenges

- Safety for kids walking and cycling, around alone in the CBD - difficult for them get to school independently
- Finding affordable inner city housing
- EPB issues to rent or own studio spaces

*Available Accommodation
- Road safety CBD*

Key considerations

- Active - leisure bike rides
- Both parents work
- Don't know many people in Timaru

Facilities & Recreation activities

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

A day in the life...

*Apartment living needs to be comfortable
- central living
- kitchenette
so can breakfast @ home or cafe
work from home a bit
also work w/ contract space w/ suitable tech & meeting space
bought lunch/dinner
Fitness? coastal path or gym
mindfulness/yoga tai chi etc w/ others
- a bit social weekly/daily/regular*

City attributes prioritisation...
Prioritise the city attributes that would make your personal life in Timaru easier or more feasible.

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

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

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).

could be higher??

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

WORKSHOP 2 ACTIVITY 1 RESULTS

Jonty & Whānau.



Barb
+ Tony
33 years old (kids 2 and 5)
Timaru CBD
Remote worker and artist
Walks/Bikes/Public transport

Bio
Mid 50's, active walker, one in wheelchair
Jonty is a creative from Auckland and father of two. He works part-time coordinating art lectures/events, and the other half creating his own artwork. Like many people, COVID-19 has shifted his part-time work online and remote working has remained an option. He wants to provide a more secure home for his family and have his own art studio, but housing has become unaffordable. Remote working has suddenly opened up the possibility for him and his family to move to a smaller town, closer to extended family, with nature on the doorstep. Lower rents mean he could own or share a studio space, and he has heard about the arts scene in Timaru. Coming from a big city, they choose to live in the city centre to ensure easy access to services/ seaside amenities and give themselves a chance to meet other like-minded individuals. Being accustomed to public transport, they would use the Myway bus service in Timaru, but primarily walk around. During the week they like the idea of a quick family bike ride around Caroline Bay after work, and on the weekends to adventure further along the coast by bike. However, Jonty and his family are struggling to find suitable housing options, and securing studio space is difficult because of the earthquake prone building issues.

Needs

- Childcare when both parents are working
- Year-round activities for kids
- Safe space near home, essentially a community co-working space

Accessible spaces + movement

Accessible CBD living eg arts safe buildings

Archives + sp

Challenges

- Safety for kids walking and cycling around alone in the CBD - difficult for them get to school independently
- Finding affordable inner city housing
- EPB issues to rent or own studio spaces

EPB

Living spaces generally up stairs

Affordability

Key considerations

- Active housing typologies
- Both parents work
- Don't know many people in Timaru

Living spaces

Accessibility

Improved for cycling + pedestrians

Spaces for activities

visual + performance
ARTS

Public/Community Gallery space

Pop up galleries

Poetry readings

Musical performances

Multi-cultural

Art trails

MAP

Younger creative

Young and old

Wide socio-economic diversity

Income stream

Public Walls for sharing works

Needs

Space - street level. Ease of access. Inviting

Big colourful temporary installations

Space for artists

Band spaces

Challenges

Rental costs

Availability

Neighbours/nuisance

Access

Short or long term

Key considerations

- Broaden attitudes
- Community
- Creates wider interest and interaction
- Promotes diversity
- Social connectors

A day in the life...
If the city met your personal needs, what could a day in their life in the city look like?

City attributes prioritisation...
Prioritise the city attributes that would make your personal life in Timaru easier or more feasible.

Accessibility - incl. who, how & connect with
Priority 1

Affordability
Priority 2

Priority 3

Priority 4

Low income whānau eg children at ECE + school; older relatives

- social housing

- single parent

Timaru - social housing

Parent

Unreliable car

Bio
Moved to be closer to older parents + support

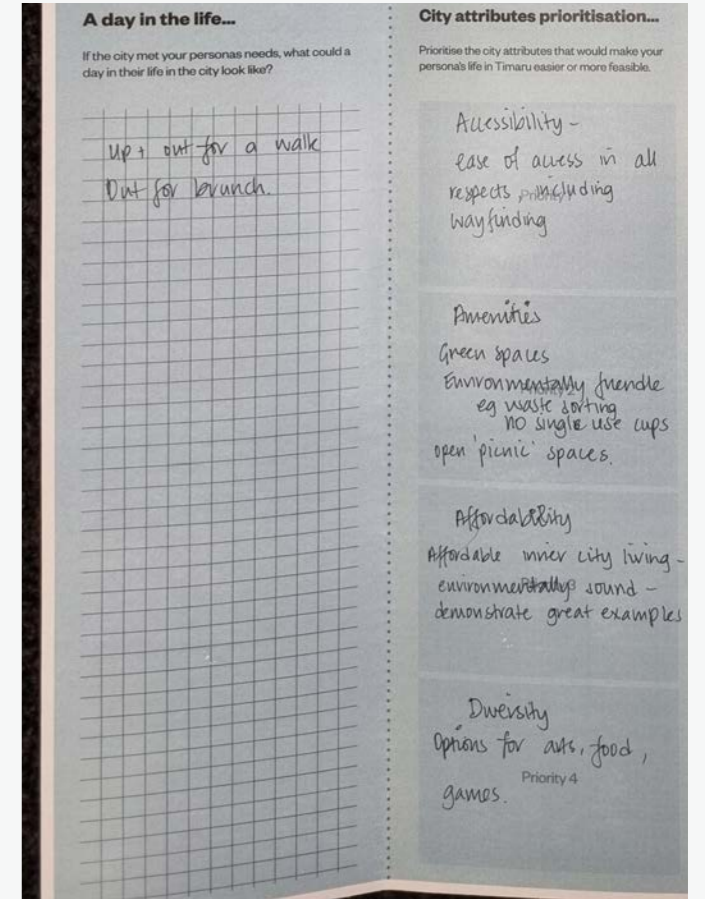
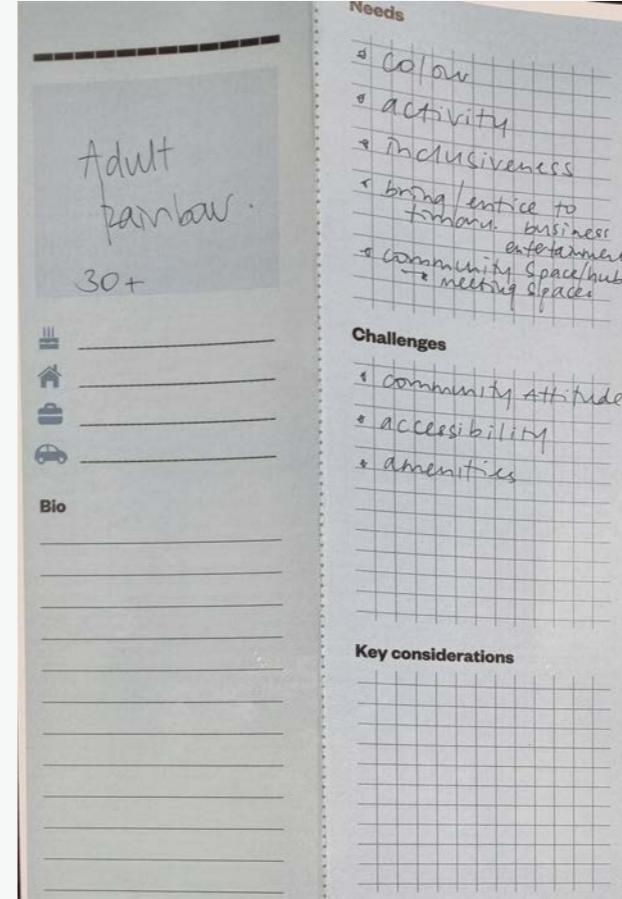
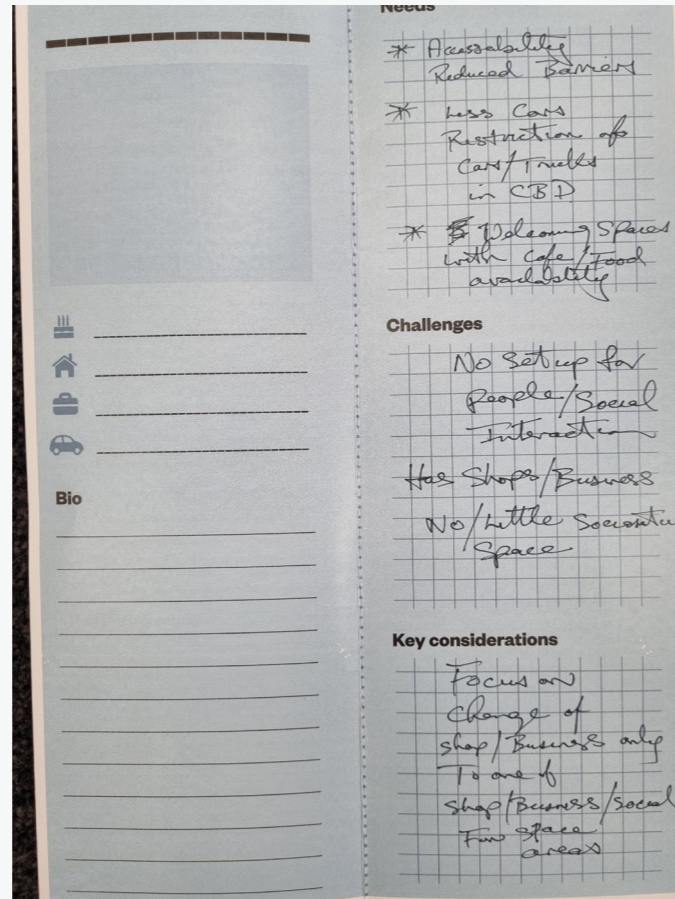
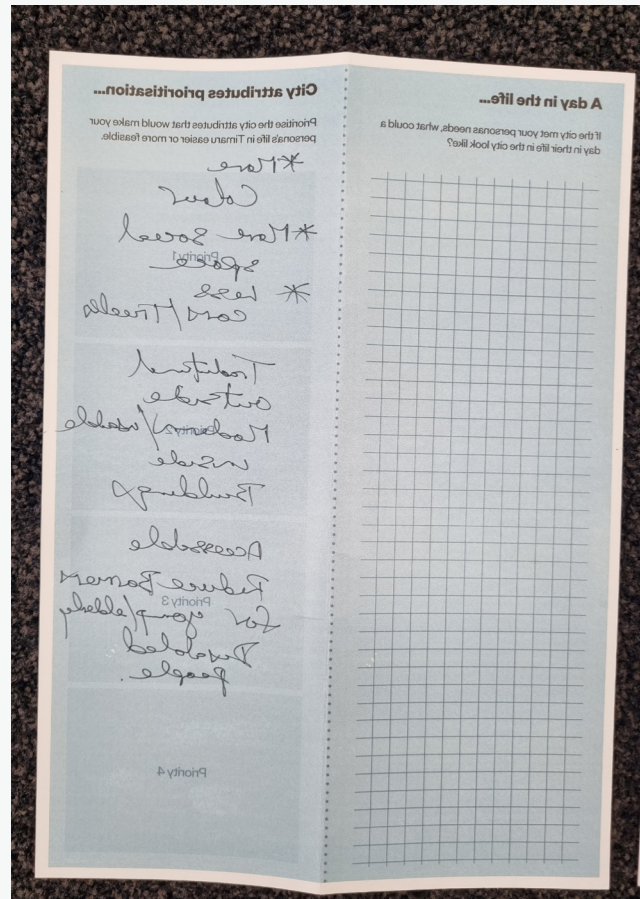
Challenges

- Financial
- Connecting friends + making
- Support for child behavioural needs
- stress
- unreliable car
- rising costs incl petrol, food

Key considerations

- parent mental wellbeing
- low cost ways of socialising
- child-friendly

WORKSHOP 2 ACTIVITY 1 RESULTS



WORKSHOP 2 ACTIVITY 2 RESULTS

1 Chosen opportunity statement
Inbetween spaces.
 There is a range of sites in relation to the site...
 1. Find out what is possible for the site...
 2. Find out what is possible for the site...
 3. Find out what is possible for the site...
 4. Find out what is possible for the site...

2 The potential.
 List out the potential you see in this site in relation to the opportunity statement you have selected.
central - easy access
space - indoor + outdoor

The challenges...
 List out some of the challenges of this site in relation to the opportunity statement you have selected.
cost of investment
low in or high consume
running costs

Find out more...
 List out five things you would want to find out more about this case study.
find out similar sites in other districts

3 Select four ...
 Benchmark cards that feel most relevant to your site and opportunity statement.
 #Playful Rinkhouse #Public based design #Ready to use #Rinkhouse
 #Innovation precinct #Innovation Hub #Innovation space #Innovation
 #Innovation precinct #Innovation Hub #Innovation space #Innovation
 #Innovation precinct #Innovation Hub #Innovation space #Innovation

4 What if...
 Look at the benchmark studies you have chosen from other towns and cities in Aotearoa and overseas. Use these to help develop an idea in the form of a "what if" question for your chosen Timaru case study.

1 Chosen opportunity statement
Work-live mix.
 There is a clearly defined place in an established business...
 1. Find out what is possible for the site...
 2. Find out what is possible for the site...
 3. Find out what is possible for the site...
 4. Find out what is possible for the site...

2 The potential.
 List out the potential you see in this site in relation to the opportunity statement you have selected.
 • Increase availability of residential space in CBD
 • Size of building + number of apartments same as building
 • Outdoor sustainable living
 • Increase density in this part of CBD
 • Views out to sea

The challenges...
 List out some of the challenges of this site in relation to the opportunity statement you have selected.
 • The size/shape of building
 • Planning regulations
 • SFB
 • Large investment needed
 • Not sure if any green space available in this building

Find out more...
 List out five things you would want to find out more about this case study.
 • Size of building of SFB
 • Local/regional interest in building
 • Ability to turn into residential
 • Planning rules + requirements
 • EU local sea apartment

3 Select four ...
 Benchmark cards that feel most relevant to your site and opportunity statement.
 Place here
 Place here
 Place here
 Place here

4 What if...
 Look at the benchmark studies you have chosen from other towns and cities in Aotearoa and overseas. Use these to help develop an idea in the form of a "what if" question for your chosen Timaru case study.
 • Increase commercial space
 • In CBD area
 • 5-pan - 750 jobs
 • The views are great

1 Chosen opportunity statement
hvi partnership.
 There is a clearly defined place in an established business...
 1. Find out what is possible for the site...
 2. Find out what is possible for the site...
 3. Find out what is possible for the site...
 4. Find out what is possible for the site...

2 The potential.
 List out the potential you see in this site in relation to the opportunity statement you have selected.
 - Visually demonstrate rangatahi role
 - space for visual

The challenges...
 List out some of the challenges of this site in relation to the opportunity statement you have selected.
 - limited greenery
 - lot of trees

Find out more...
 List out five things you would want to find out more about this case study.
 opportunity for
 the role by Rangatahi
 - how could space be to reflect Rangatahi role

3 Select four ...
 Benchmark cards that feel most relevant to your site and opportunity statement.
 #Innovation precinct #Innovation Hub #Innovation space #Innovation
 #Innovation precinct #Innovation Hub #Innovation space #Innovation
 #Innovation precinct #Innovation Hub #Innovation space #Innovation
 #Innovation precinct #Innovation Hub #Innovation space #Innovation

4 What if...
 Look at the benchmark studies you have chosen from other towns and cities in Aotearoa and overseas. Use these to help develop an idea in the form of a "what if" question for your chosen Timaru case study.
 What if:
 - Rangatahi was a key part
 - role in the Rangatahi + Rangatahi

1 Chosen opportunity statement
Work-live mix.
 There is a clearly defined place in an established business...
 1. Find out what is possible for the site...
 2. Find out what is possible for the site...
 3. Find out what is possible for the site...
 4. Find out what is possible for the site...

2 The potential.
 List out the potential you see in this site in relation to the opportunity statement you have selected.
 • Increase availability of residential space in CBD
 • Size of building + number of apartments same as building
 • Outdoor sustainable living
 • Increase density in this part of CBD
 • Views out to sea

The challenges...
 List out some of the challenges of this site in relation to the opportunity statement you have selected.
 • The size/shape of building
 • Planning regulations
 • SFB
 • Large investment needed
 • Not sure if any green space available in this building

Find out more...
 List out five things you would want to find out more about this case study.
 • Size of building of SFB
 • Local/regional interest in building
 • Ability to turn into residential
 • Planning rules + requirements
 • EU local sea apartment

3 Select four ...
 Benchmark cards that feel most relevant to your site and opportunity statement.
 #Innovation precinct #Innovation Hub #Innovation space #Innovation
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 #Innovation precinct #Innovation Hub #Innovation space #Innovation

4 What if...
 Look at the benchmark studies you have chosen from other towns and cities in Aotearoa and overseas. Use these to help develop an idea in the form of a "what if" question for your chosen Timaru case study.

WORKSHOP 2 ACTIVITY 2 BENCHMARKING CARDS

#heritage #original coastline #discover #walk
#interpretive signage

Auckland Original
Foreshore Trail

#inclusive #social wellbeing #playful ##public
space #reconnecting with the sea

Te Wānanga
Auckland

#shopping centre #mixed-use #retail #food
#courtyard #gathering space

Revolutsia
Kansas

#city to coast #active modes #landscape
#recreation

New Plymouth
Coastal Walkway.

#wayfinding #equity&balance #Bi-lingual
#Maori

Wintec School of Medicine
Wayfinding.

#universal design #3 generation house #playful
#accessible #medium density #in/out living

Three generation house
Amsterdam

#wayfinding #unique #place-based design
#easy to use #recognisable

Napier
Place-specific wayfinding

#performance and arts #rooms for hire
#restoration #heritage

Toitū
Hawke's Bay

#parking #mobility as a service #touring bikes
#active travel

Hire a bike,
Vienna.

#public space #urban play #swings #seating



Urban play Swings.

#unexpected encounters #city seating #greener and healthier city



Cork city council Parklets.

#laneway #outdoor dining #24/7 #nighttime design



Wharf Street. Night time design.

#arts incubator #creative #exhibition #art studios



The Incubator, Tauranga.

#vacant lot #community garden #education #farm to table



For the love of bees NZ

#streets for people #tighter intersections #reduced walking times #encourage walking



Nelson South Project. Innovating streets.

#active travel #overpasses #safe cycle routes #infrastructure



Cykelstangen Copenhagen, Denmark

#intergenerational care #aged care #ECE #community



#co-housing #senior #community #shared amenity



PDX Commons, Portland.

#live/work #mixed-use #apartment #street frontage



#innovation precinct #creative hub #maker space #co-working



#boardwalk #water connection #public space #recreation #walk



#live/work #medium density #mixed-use #apartments



#bold graphics #make walking fun #encourage new routes



#urban waterfront #marine ecology #education #mātauranga māori



#pop-up #events #nightlife #community



#public space #seating #playful #artwork



#live/work #medium density #mixed-use #apartment



#mātauranga māori #iwi partnership #artwork
#urban waterfront #public space



#temporary theatre #scaffolding #participatory
#design-and-build collective



#urban playground #colour #whānau #marine



#industrial conversion #waterside cafe
#outdoor dining



#adaptive re-use #industrial building #heritage
revitalisation #food hall



#night-time market #seasonal #outdoor dining
#music #food



WORKSHOP 2 ACTIVITY 2 OPPORTUNITY CARDS

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 shelter 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 leisure destination expands outward with coastal drift and reclamation, the water's edge is actively shifting further from the city. Yet there is a real opportunity 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 imprint of the original shoreline, terraces, landings and stream gullies and making them visible again in the city.
- Bring natural edges into the city with urban greenways and planting for biodiversity, climate change and resilience.
- Connect and expand existing green spaces for civic amenity

Iwi partnership.

Te Rūnanga o Arowhenua are intrinsically connected to Timaru District through whakapapa, and sustained connection to land and water. Ngāi Tahu have a presence in the city 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 kaika have been lost over time. Customary kaitiaki values can be restored to the coastal setting of the city, along with partnership for future planning and decision-making roles.

- Arowhenua are demonstrating their customary kaitiaki role in the restoration of the Rangitata River catchment. Lessons and values can be transferred to the city.
- Unfulfilled potential can be realised through treaty based partnership- rangatiratanga and kōwhiri.
- Mahi tahi. Working together Kotahitanga. Unity
- CityHub could unleash the potential of Rūnanga Kaitiaki role for Caroline Bay
- Decision-making for city centre and commercial potential.

Build on character.

The characterful city streets and industrial edges of Timaru are defined by the continuity and presence of many fine Victorian and Edwardian heritage buildings imbuing a sense of place and quality, and in turn economic value. The built character is even more unique because of the geology- the underlying landform, street pattern and local bluestone. Through this, the relationship to the historic landing area remains evident as is the continued importance of Stafford Street and the commercial spine of the city centre.

- Collective approach to revive important landmarks, with DC Turnbull as catalyst.
- Enable easier pathways to seismic strengthening and reuse. Unlock financing options and process mentorship/ nuanced advice.
- Show what is possible by demonstrating more innovative and 'meanwhile' uses for heritage buildings. Break it down into manageable chunks, support tenants.
- Create and keep views to the Mountains and the sea throughout the city and above street level.
- Consider investment in heritage buildings as place brand and marketing.
- Consider enabling as investment in catalytic pilot projects for 'critical mass' and momentum.

Restart rail.

Timaru is already well connected to regional networks. The airport is a 15min drive from the city centre, and in just over an hour you can find yourself in Timaru from Wellington. The railway was an early addition to the reclaimed shoreline of Timaru, and connects to Christchurch (Lyttelton) and Dunedin Ports. Although, Timaru no longer has a passenger rail service, it continues to service the Timaru Port with KiwiRail freight, imports and exports. There used to be a passenger express train on the South island main trunk line that ran between Christchurch and Invercargill from 1970-2002 but today is only used for the occasional tourist steam train. With sustainability and new forms of travel on the national agenda, train stations will hopefully no longer feel like redundant pieces of infrastructure but rather assets for positive growth. The return of a regular and reliable passenger rail service could revive public life along the original shoreline, provide an alternative and sustainable mode of transport that brings more people into the city.

- Rail travel to support sustainable transport between the regions and reduce private vehicle travel.
- Commuter option between towns offering a 'mobile office' - attracting a younger workforce.
- Repurposing of the railway station to attract more people, acting as a catalyst and building critical mass and ripple effect alongside the Landing Services and Artisan farmers market. Train stations are known to be a major stimulus for the physical regeneration of a city.
- Attractive greenways to support cycling and walking to and from the rail station.
- Offer multi-modal solutions at the train station to connect to nearby natural sites of Canterbury.

Active locals.

Timaru is a district that promotes sport, farming and outdoor activity, and there are high rates of active participation in structured sporting events. It is the birthplace of celebrated NZ Olympians and sporting heroes. City Hub could celebrate the active lifestyles of Timaruvians and inject the central city with this enthusiasm. The city centre is within a comfortable 10-15 minute bike ride and bus or car journey from most of urban Timaru, with minimal congestion. Safe off-road connections through Caroline Bay paired with the relatively gentle topography of the city centre makes it a potentially cycle and pedestrian friendly location. Embracing new active forms of travel and public transport could promote this as a healthy lifestyle destination, reducing the perceived over-extended nature of the city and increasing participation for all ages.

- Mobility as a service - easy hire of e-bikes, scooters, guided tour and travel assistance.
- Infrastructure supporting active mobility e.g. bike stands and travel mode changes within a journey.
- Make cycling a more attractive & viable option for more people by focusing on safe & easy connections first - shared path, separated lanes, slow streets.
- Connect city seamlessly to off-road cycle and walking trails at the periphery.
- MyWay parklets and passes available in more convenient places to encourage use.
- Review Timaru Link route to secure max 20 max journey time from all parts of urban Timaru.
- Connect cycle routes across the State Highway(s) - allowing cyclists and walkers in nearby residential communities, tertiary institutions and Caroline Bay to easily access the city.
- Promote sustainable transport choices to free up mobility parking spaces outside shops for those that need them. Demonstrate the benefits of change through tactical trial and activation.

Intuitive wayfinding.

The pull off the highway would be stronger for visitors if they could see or sense Caroline Bay and a glimpse of the heritage buildings. For locals, entrenched patterns of private vehicle use could be disrupted if they experience a better (but equally convenient) alternative. Carparking is in abundance in the central city, but not always directly where people want it or can find it. Better wayfinding cues and signage, shortcuts and attractive easy walking routes could free up central city streets to be 'people places' with increased footfall to support shops and businesses.

- Trial bold graphic wayfinding as a recognisable and repeatable brand.
- Utilise framed views, landscape and greenery, and consistent surface materials for intuitive wayfinding.
- Encourage people to walk lesser known routes - cross connections, lanes, short-cuts to off-street parking.
- Decrease pedestrian crossing distances / walking times with 'tighter' intersections.
- Build up to more significant changes by first amplifying the positives and short temporary trials.

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. Neither public nor private, neither indoor or outdoor.

- Free and fun attractors for families, active boomers and youth. Public toilets are accessible for all.
- More quality public spaces that are inclusive, intergenerational and promote urban play.
- Find and trial creative community venues for craft, art, learning, cooking on the 'main street'.
- Youth/ entrepreneurial space to try new things, launch an idea, hang out. Reciprocate with Ara.
- All weather drop-in safe space for kids and grandparents to wait & play or read while parents shop/work.
- Kiosks, mobile vendors and 'light commercial' to enliven public spaces and eat outdoors.
- Rates rebates to allow more social enterprise and repurposing of vacant buildings.
- Bottom-up community involvement and ideas generation.

Compact core.

Timaru is self-sufficient, well serviced and a short drive away from a variety of indoor and outdoor activities. This makes it attractive for families who are looking to settle down and raise kids. There is potential to build on the positives and leverage these lifestyle benefits with a greater variety of offerings concentrated in the central city. The fragmented destination offering could be consolidated with increased frequency of events and regular activities that contribute to pull and momentum. To attract and retain an urban population, the city will need to outcompete the suburbs for 'having it all in one place'. Compressing a mix of activities, people and amenity within a walkable 'compact core' will help increase buzz and vitality.

- Amplify existing hives of activity with diversity of retail, hospitality and entertainment options.
- Provide childcare services in the city, within walking distance of workplaces.
- Food, shopping and socialising for a diversity of cultures
- Night time and weekend activity all in one place, and walkable for all ages.
- Vocational training and learning opportunities with primary industries and trades.
- Enable dining in laneways, arcades, al fresco and 'above street level'.

Work-live mix.

Timaru is a relatively affordable place to live and establish business, both of which are positive for city centre development and growth. With Canterbury as its backyard, access to the outdoors in a stunning wider natural setting holds lifestyle appeal 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 scenarios in the city centre because of its amenity, convenience and capacity i.e. vacancies. There is an opportunity to broaden the demographic and reverse static growth with 'pioneers' of city centre living attracted to a combined package of accommodation and workspace. This in turn will put patrons on the doorstep 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, DC's, bonuses, fast tracking consents and dispensations are offered where conducive to positive growth.
- Support enterprise and incubator initiatives coupled with affordable housing to create an attractive work-live 'package' for entrepreneurs
- Encourage residential where retail/commercial is overextended (e.g. south end of Stafford Street).
- Encourage variety rather than a trade-off to fill vacancies.
- Ensure residential in 'transition' zones (e.g. south of the Theatre Royal) is designed well at ground floor to activate the street and enable adaptive reuse
- Connect residential with amenity in close proximity - Caroline Bay, Civic, Port and easy access/ future greenways. Residential in central City Hub locations will spawn more non-residential activity - consolidate to ensure critical mass.
- Encourage variety and choice for residential and work-live typologies at the appropriate density. Test unproven city centre residential market for terrace housing and apartments to support development viability.

Food movement.

The rural sector and primary industries are the backbone of Timaru's economy, serviced by an active Port. Fishing, agriculture, food production and manufacturing provide strong employment and a high proportion of essential workers. There is strong demand for skills and talent to counter supply chain issues. Bring food production, science and tech, catering and consumption together in a unique blend that attracts new residents, workers and visitors to an inner city experience. In combination with the new Port building site for Scott Base Antarctica research generating an estimated 700 jobs, this may draw additional residents and spend into the local economy. Venture Timaru is well positioned to leverage this and other inward investment.

- Trial a Food Heritage Hub concept as a 'petri-dish', to evolve and expand the blended experience of food gathering, manufacturing, technology, and market place.
- Pilot project for seismic strengthening of a heritage building (potentially DC Turnbull).
- Broaden the scope of the Artisan Farmers Market and test new locations - i.e. co-location with a food heritage hub/semi-permanent indoor market hall.
- Experience place identity through food and slow tourism. Embed storytelling and hosting through food journey (e.g. SCOFF)
- Embrace cutting edge innovation to lead a sustainable food and agriculture "Thought for Food" or the "Slow food" movement
- Integrate food science with hospitality to bring heritage buildings, upstairs venues and laneways to life - paddock to table/ sea to table.
- Leverage the Port offering- fishing wharf, seafood market and restaurants.

Creative pull factor.

The city centre 'punches above its weight' when it comes to annual events (e.g. Carnival, Rock& Hop) which create a vibrant creative scene - an attractive attribute for those seeking a more artisan lifestyle. It also has some unique visitor attractions such as Te Ana Māori Rock Art Centre which will be further bolstered by the refurbished Theatre Royal and Heritage Hub at the south end of town, and the C-Play investment and renewed soundshell bleachers at the north end. Redevelopment of the Aigantighe Art Gallery, Art and Design education at Ara and a number of independent galleries and art collectives are part of a thriving art scene in Timaru. A mix of permanent and temporary attractors that bring together art, theatre, heritage, carnival/ rockabilly atmosphere, food and creative industries would be a unique blend attracting not only visitors but also new city residents.

- Create 'wrap around' support to the creative sector e.g. via a creative industry zone with grants, shared facilities, business skills training, affordable accommodation.
- Show what is possible- utilising temporary tactical trials and activations, and short term public space interventions leading to long term change.
- Incentivise the use of vacant buildings as incubators for pop-up art scene, creative spaces and art collectives.
- Low cost shared space and rates rebate schemes to support and grow talent.
- Prioritise events and activities that amplify the positives and 'fill the gaps' - nights and weekends, vacant and dormant spaces.

Build on successful street closures, matariki and artisan farmers market to encourage life in the street.

Fine grain retail.

Timaru's relative geographic isolation can be considered a strength with limited retail 'leakage'. Independent shops and businesses are prevalent and have the potential to form the backbone of the city centre's economy and its destination appeal. However with the triple threat of over-extended retail (dilution and vacancy), competing 'out of town' retail destinations, and online shopping - Timaru needs to evolve and consolidate its independent retail offering.

- Trial finer grain independent retail- create opportunities for start-up businesses and entrepreneurs to flourish 'under one roof'.
- Find a home for the market hall concept - evolving as a microcosm for independent stores, event/arts/ community space, micro cinema, co-working space etc.
- Work with Ara and ITO's to test trade opportunities for new retail businesses - easy in easy out rented space plus retail/hospitality training.
- Reinforce the city heart to strengthen the retail spine. Secure the 'bookends' with policy and planning tools and anchor projects.
- Connect the laneways, and encourage finer grain retail and hospitality within walkable distances
- Diversify the offering to support social gathering and leisure.