



Timaru CBD Summit Outcomes

Wednesday 22nd, Thursday 23rd February, 2017

Introduction:

On the 22nd and 23rd of February two CBD workshops were held to assist the development of a CBD plan for Timaru. Close to 100 property owners, business owners and CBD stakeholders attended the evening and morning workshops held at the Landing Services Conference Centre.

This report captures the highlights of the two workshops. A draft plan will be developed from engagement outcomes to date and presented back to interested parties at 5.30pm on the 14th March at the Landing Services Building.

Vision exercise:

Tables were challenged with creating a vision using the following work stock sourced through earlier engagement relating to a desired future for the CBD (black background) and the CBD's unique assets (white background). All attendees then voted on the visions put forward with the results in the table below recorded.

Vision:



Suggested Vision Statements		Votes
Wednesday 22nd, 5.30pm		
Vibrant inner city culture where people want to live, work and play		16
A vibrant environment combining the heritage of yesteryear with today's entertainment needs		11
Timaru CBD, the heart and soul of South Canterbury		9
The hub of an adventure playground		4
Vibrant diverse town centre with unique lifestyle opportunities		3
Thursday 23rd, 8.00am		
Integrated, safe, compact CBD to live, work and play in that utilises its natural attributes		12
Come, see our alive vibrant Timaru		12
NZ's most dynamic and desirable seaside town		11
The liveable, accessible, heritage hub of South Canterbury		6
Welcome, vibrant, family orientated utilising our assets		2

Opportunities:

Key themes from pre-summit interviews relating to issues (black background) and opportunities (white background) were presented to attendees.



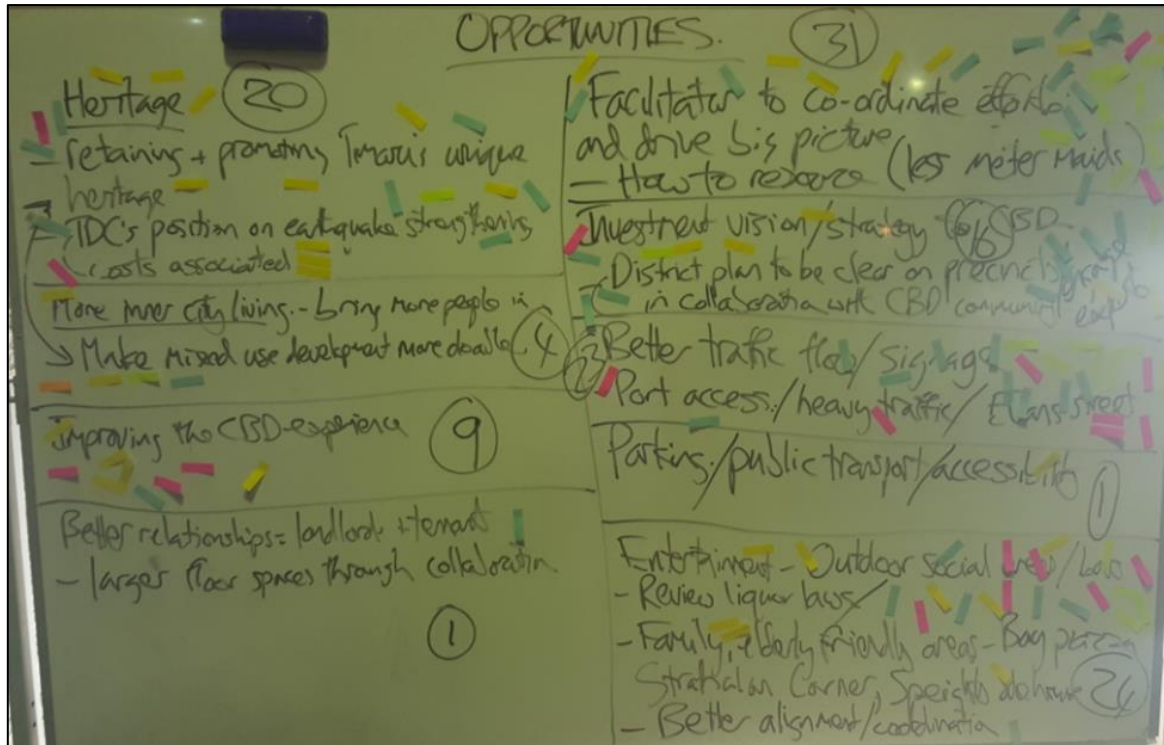
A breakout exercise was then facilitated for individual groups to discuss and agree the top three opportunities the CBD plan should focus on. These were then collated on a whiteboard and voted on.



Summarised Results

<p>Opportunities in order of priority</p>	<ul style="list-style-type: none"> • CBD group for better collaboration (36 votes) • Collective Marketing and Promotion of the CBD as a destination etc.. (22 votes) • Poor wayfinding/signage – low awareness of what’s on offer (20 votes) • Creative solutions to traffic flow (15 votes) • Fragmentation of CBD (14 votes) • Retail strategy with council (10 votes) • Review heritage strategy – presentation/preservation (10 votes) • Improving retail mix (1 vote)
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Thursday 23rd, 8.00am



Summarised Results:

Opportunities in order of priority	<ul style="list-style-type: none"> • Facilitator to drive big picture/strategy (31 votes) • Entertainment – variety of ideas to enhance (24 votes) • Traffic flow and signage (23 votes) • Heritage (20 votes) • CBD investment strategy vision (16 votes) • Improving CBD experience (9 votes) • More inner city living (4 votes)
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Solutions:

Volunteers were sought to facilitate discussions on what action could be taken now to address each of the top opportunities. Attendees then self-organised around the opportunity that was of most interest to them. These groups were then challenged with developing solutions that could be taken forward and supported by the CBD community in partnership with Council and other stakeholders. The following ideas were collected:

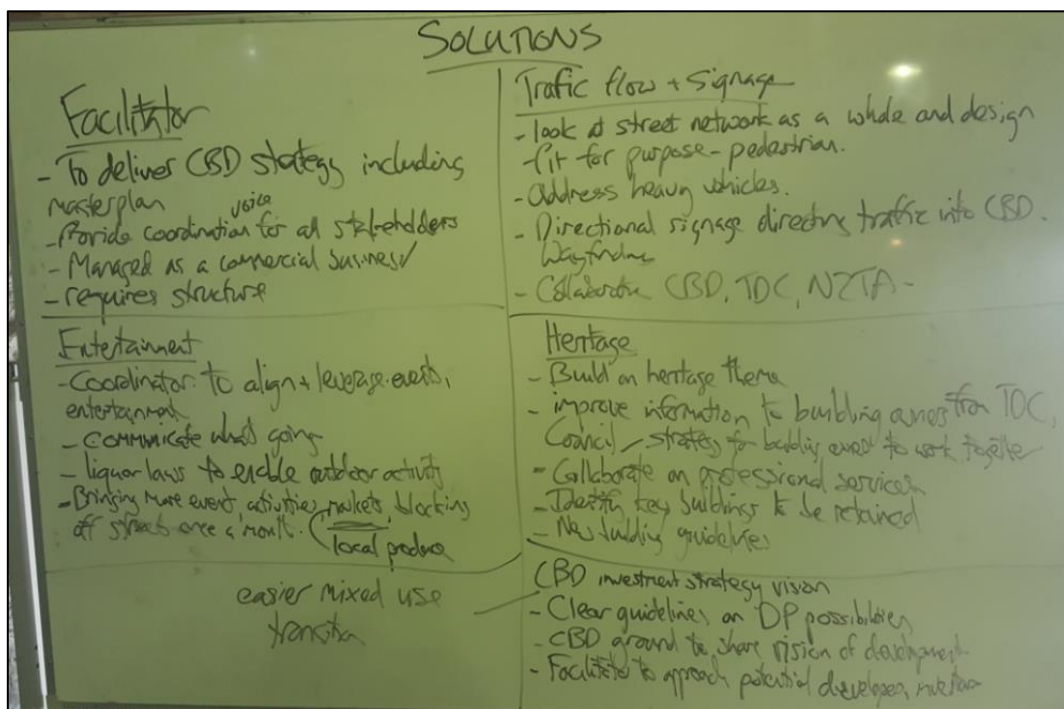
Wednesday 22nd, 5.30pm

VIBRANT INNER CITY CULTURE WHERE PEOPLE WANT TO LIVE, WORK AND PLAY.	
<p>CBD Group - better collaboration with Council Passion about moving CBD forward Collaborative, inclusive, - Chamber, retailers, landlords, TDC, AD, - lead, represent, facilitate need people, couple coffees, all contribute, something for everyone</p>	<p>Traffic flow - Underutilisation of current car parks - Will take a cultural shift - trial pedestrian only days around events. 3-4 days a year - make sure things are happening.</p>
<p>Collective marketing/promotion - better network communication - proactive including efforts - Whats on pamphlet/professional collateral - resources - small levy on commercial/ talk to Council</p>	<p>Retail strategy - Encourage home based businesses back into CBD - Permission to attract businesses from outside - look at 1 site relocation - Street markets - Stafford/George street - Considerate all markets to 100 locals</p>
<p>Wayfinding - Signage strategy - key entrance signage South Canterbury. - Concise fun signage - Cycling, dogs, motorhomes, hub/precinct signage - Parking - tie into technology - apps/interactive - Commercial partners/Council.</p>	<p>Heritage Strategy - Making most of existing asset Cost + information about earthquake strengthening. => Property areas partner with Council to lobby central government. <i>open to other.</i> - Collaborative heritage group to pool resources - Consider creative insurance solutions</p>

Wednesday 22 nd , 5.30pm		Solutions
CBD Group	<ul style="list-style-type: none"> Better collaboration with Council Passion about moving CBD forward Collective, inclusive – Chamber, retailers, landlords, TDC, AD Lead, represent, facilitate, need people, couple coffees, all contribute, something for everyone 	
Collective Marketing/promotion	<ul style="list-style-type: none"> Better network communication – proactive efforts What’s on pamphlet/professional collateral Resources – small levy on commercial/ talk to Council 	
Wayfinding	<ul style="list-style-type: none"> Signage strategy South Canterbury, key entrance signage Concise fun signage Cycling, dogs, motorhomes, hub/precinct signage Parking Tie into technology – apps/interactive Commercial partners/Council 	

Traffic Flow	<ul style="list-style-type: none"> • Underutilisation of current carparks • Will take a cultural shift – trial pedestrian only days around events, 3-4 days a year, make sure things are happening
Retail Strategy	<ul style="list-style-type: none"> • Encourage home-based businesses back into CBD • Promotion to attract businesses from outside • Look at I-site relocation • Street markets – Stafford/George Streets
Heritage Strategy	<ul style="list-style-type: none"> • Making most of existing asset • Cost and information about earthquake strengthening • Property owners partner with Council to lobby central Government with other areas • Collaborative heritage group to pool resources • Consider creative insurance solutions

Thursday 23rd, 8.00am



Thursday 23rd, 8.00am Solutions	
Facilitator	<ul style="list-style-type: none"> • To deliver CBD strategy including masterplan • Provide coordination/voice for all stakeholders • Managed as a commercial business • Requires structure

Entertainment	<ul style="list-style-type: none"> • Coordinator to align and leverage events, entertainment • Communicate what's going on • Liquor laws to enable outdoor activity • Bringing more events, activities, local produce markets, blocking off streets once a month
Traffic flows and signage	<ul style="list-style-type: none"> • Look at street network as a whole and design fit for purpose - pedestrian • Address heavy vehicles • Directional signage directing traffic into CBD, wayfinding • Collaboration CBD, TDC, NZTA
Heritage	<ul style="list-style-type: none"> • Build on heritage theme • Improve information to building owners from TDC, Council strategy for building owners to work together • Collaborate on professional services • Identify key buildings to be retained • New building guidelines
CBD Investment Strategy/Vision	<ul style="list-style-type: none"> • Easier mixed use transition • Clear guidelines on DP possibilities • CBD ground to share vision of development • Facilitator to approach potential developers/investors

Next steps:

The outcomes from engagement to date including the two CBD summit workshops will now be reviewed and a draft CBD Strategic Plan developed from the insights captured.

This draft will be presented to interested parties on the 14th of March, 5.30pm, at the Landing Services Conference Centre. All those involved in the engagement focused on the CBD are encouraged to attend.

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CBD Stakeholder Spokesman

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Business Lab