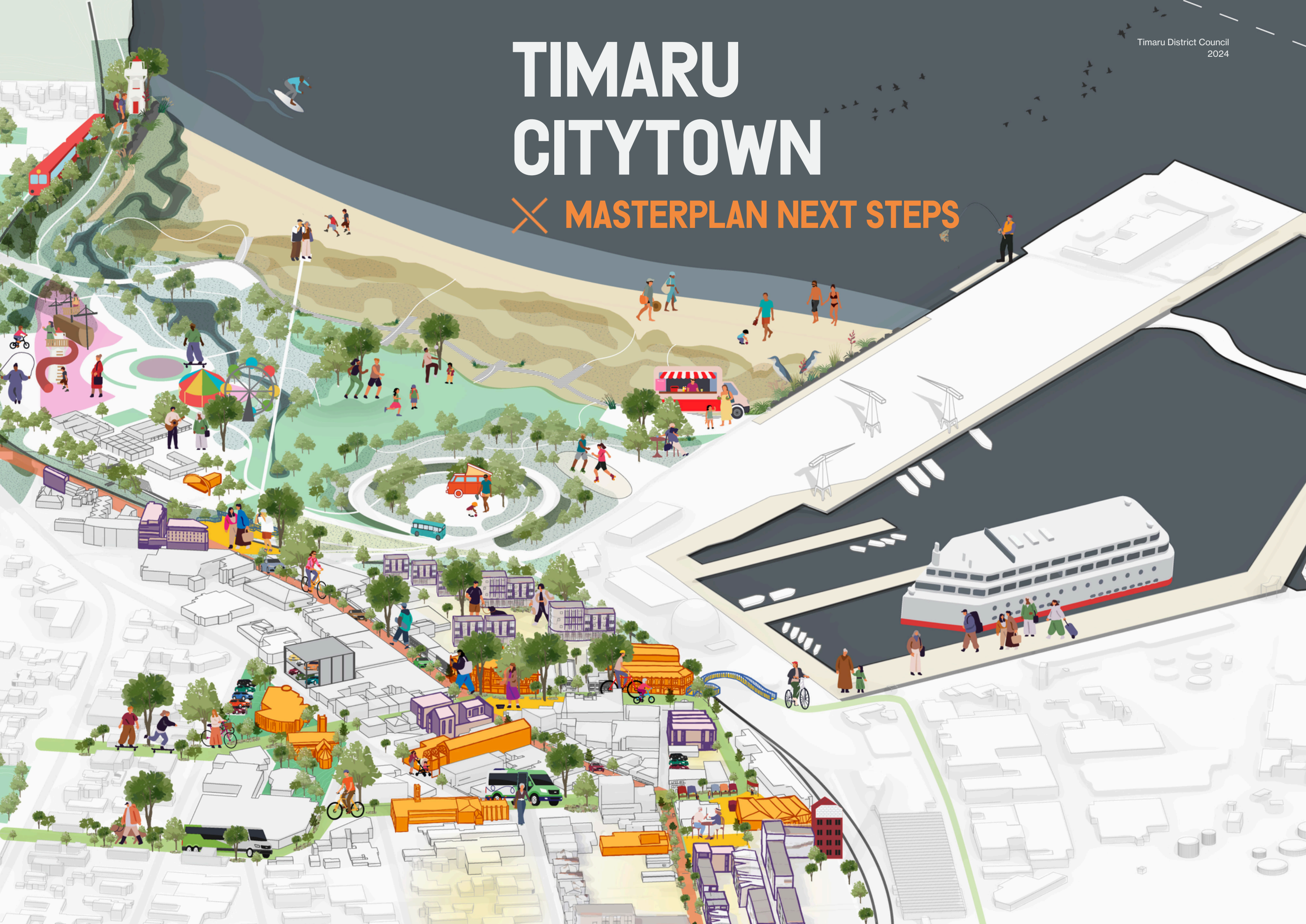


TIMARU CITYTOWN

✕ MASTERPLAN NEXT STEPS



✕ WHAT IS THE TIMARU CITYTOWN MASTERPLAN?

CityTown began 8 years ago as a community-led initiative to bring together the aspirations of our key stakeholders and our wider community for a vibrant, thriving town centre. What was needed was a 'Masterplan' that would replace ad hoc and reactive project delivery, with complementary public and private investment in a purposeful strategic work programme.

The agreed Vision Te Hokinga ki te Ngakau – Return to the Heart now reflects our shared purpose being to draw more people into our town centre. Our community is looking for enhanced connectivity and experience, while businesses require customers, commuters and residents to thrive.

We want our town centre to be celebrated and supported by residents and visitors now, and in the future. It is time for us to adapt to a decentralised and ageing population, to ageing buildings and infrastructure, and to retail decline. It is time to breathe new life into the centre with urban living, consolidated retail, and inviting attractive social spaces and activities.

Council has committed \$6m for capital projects to begin this process in years 1-5 of the Long Term Plan 2024 - 2034, with a further \$600k in operational funding split across years 1-3 to support community and commercial vibrancy. Council has also committed \$300k to the replacement of the Strathallan Corner toilets which, with a further \$300k from the MBIE Tourism Infrastructure Fund, gives a total budget of \$600k for the toilets upgrade.



This document summarises our next steps but you can read the full Masterplan at timarucitytown.co.nz/masterplan

WHAT'S THE BIG PICTURE?

2858
TIMARU CITYTOWN

TE HOKINGA KI TE NGĀKAU RETURN TO THE HEART

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

PARTNERSHIP VALUES

- Te Whāriki.** Weaving a tapestry of understanding together.
- Tipuora.** Growing a thriving and dynamic life.
- Kaitiakitanga.** Guardianship, shelter and sustainability.

OUTCOMES

- Healthy Timaru.** Te taiao hei whakamaru. Kaitiaki of natural environment
- Loved Timaru.** Ko au, ko koe, ko tātou. Visible & celebrated identity
- Mobile Timaru.** Te ara āheitanga. Sustainable & inclusive mobility
- Everyday Timaru.** He wāhi ora. Diverse & mixed-use town centre
- Dynamic Timaru.** Ōhanga taineke. Resilient local economy

KEY MOVES

- GREEN WEAVE TE RARANGA A TANE**
Embrace the centre with greenways
- COASTAL CONNECTION ĀRAI TE URU**
Link to the water's edge and original shoreline
- WELCOME HOME HOKI MAI**
Enable mixed-use to invite urban living
- THE HEART WITHIN TE NGĀKAU A IWI**
Cultivate a cultural core

STRATEGIC DIRECTION

Endorsed in June 2022, Council's CityTown Strategic Framework set the Vision, Values, Outcomes and Key Moves to guide our planning for and investment in the city centre. Information gathered more recently via trials and stakeholder design drops has inspired a new, complementary spatial framework which outlines six character areas, each with unique activity and investment opportunities, and confirms the 4 key civic spaces where community connection will be enhanced.

GETTING AROUND

The Masterplan also includes a detailed Network chapter which outlines the way in which people in cars, on foot, on bikes or using public transport may access and move around the city centre in future. Accessibility, mobility, convenience and pleasure in the journey are all key themes, as is ongoing provision for/access to existing businesses. It is anticipated that the timing of any major upgrades would respond to private development and activity in the surrounding areas rather than being the leading driver for change.

CHARACTER AREAS AND CIVIC SPACES

CAROLINE BAY
Caroline Bay provides a beat to the centre. Entertainment and activities could offer an all-year-round schedule to increase visitors from across the region. Connections with the coastline can be improved with a real focus on promoting the natural environment.

BAY HILL
Already established but could be enhanced through private development associated with hospitality & residential uses. Streetscape modifications can allow hospitality to extend into the streets whilst reducing traffic volumes to take better advantage of coastline connections.

NORTH STAFFORD
A thriving shopping destination which enhances existing retail and creates more commercial/residential options by refurbishing heritage buildings. The streetscape creates better connections to Bay Hill, promoting mixed use and coastal connections to Caroline Bay.

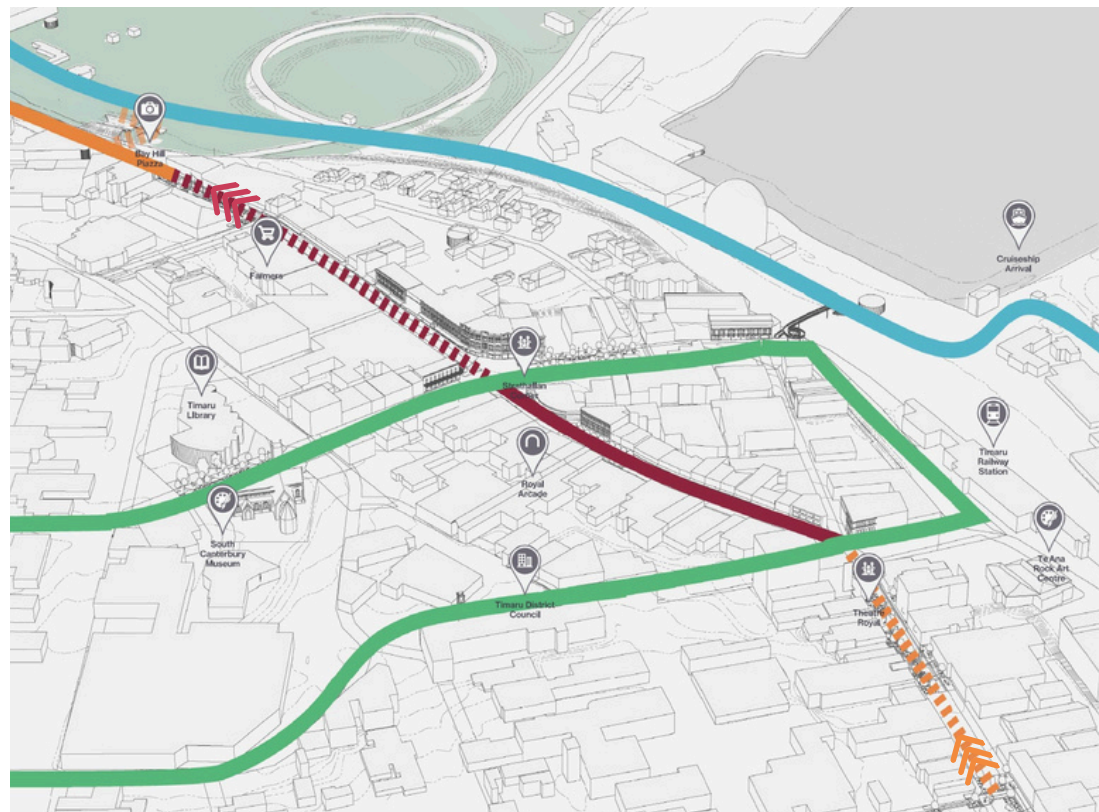
CREATIVE TOWN HEART
A compact heart that invites a vibrant mix of activities. It can become an entrepreneurial and playful civic environment that attracts and accommodates not only retail, commercial, civic gathering space, entertainment, food and beverage but also arts, culture and nightlife.

GREEN EDGE
A high amenity green network - occupied by some landmark and civic buildings. It visually and spatially contains the compactness of the town centre, acts as an identifiable gateway making the journey into town more attractive, and provides options for stopping and walking into town.

SOUTH STAFFORD
Urban Living is enhanced through the development of affordable medium density housing. This would establish a permanent community at this end of the town centre who would live, work and play in close proximity to their homes.

Legend.

- Greenway**
Shared path and passive recreation to move around the core alongside dedicated green space
- Main Street: Mixed-use**
Slow speed area with active frontages to get you between cultural destinations
- Main Street: Retail**
Slow speed and shared area to support shopping, tourism and accommodation.
- Entertainment Street**
Co-location of food beverage and entertainment. A street that is more of a promenade.
- Civic Street**
Flexible space that can accommodate larger numbers of people and safely connect them between civic spaces.
- Coastal Edge**
Shared path & reduced speed environment to create a more enjoyable connection between City and Sea.
- Arrows**
Indicates direction of a one way street



The colour blocks on the map show the approximate area referred to by each character area. These areas are not a hard spatial boundary for development and investment opportunities and do not establish new restrictions or limitations around private development.

X Civic Space upgrades are proposed to four additional areas: Caroline Bay, Bay Hill and Piazza Intersection, Strathallan Corner, Heritage Place

✕ WHAT ARE WE DOING IN YEAR ONE? COUNCIL INFRASTRUCTURE

Council's Year One infrastructure budget includes:

- \$500k for completion of non-slip tile enhancements
- \$600k to demolish existing toilets and replace with a new toilet block
- \$1m to redesign the Civic Space at Strathallan Corner to enhance the space for gathering and performances

The Masterplan design enhances the site's role as both a tranquil refuge and vibrant performance space. By minimising the impact of the existing fountain structure, and by relocating the toilet block to the edge of the site, we create an open environment more engaged with street life that improves accessibility and encourages both movement and relaxation. Terraced seating and playful features evoke the town's geological story, blending natural history with a place of shelter.



STRATHALLAN CORNER CONCEPT DESIGN



What do you think about this concept? What should a local designer consider to ensure the right look and feel?

✕ WHAT ARE WE DOING IN YEAR ONE? COMMUNITY AND COMMERCIAL VIBRANCY

The Masterplan identifies 'soft' ways for Council to enable community and commercial vibrancy, and the top 7 opportunities listed here invite an expanding network of community and business stakeholders to participate in town centre regeneration opportunities.

TOP 7 OPPORTUNITIES TO INCREASE VIBRANCY

1. Create a vacant space broker and a programme of popups.
2. Improve the town centre intersections.
3. Create or fund an Arts & Events Coordinator function, strategy and programmes
4. Proactively seek and support trading in public places and outdoor dining in strategic locations
5. Focus on the Royal Arcade as a place for hospitality
6. Make strategic use of the Built Heritage Protection Fund
7. Support a Strategic Development function

TEN STEPS TO VIBRANCY

Sitting behind the Top 7 Opportunities are ten main objectives or ways of attaining vibrancy, with more than 60 ideas, short and long term, specific to Timaru. The single biggest principle behind these ideas is to make strategic and pro-active use of all of the levers at Council's disposal so that the policies, financing approach, community funding and strategies are all working hand-in-hand.

[To read more on the ten steps to vibrancy, check out chapter 6.2 at pp 114 - 123 of the Masterplan at timarucitytown.co.nz/masterplan](https://www.timarucitytown.co.nz/masterplan)

WHAT HAPPENS NEXT? THE 5 YEAR PLAN

In addition to ongoing support to enable community and commercial vibrancy, in years 4 – 5 Council will invest \$4.5m in small infrastructure to unlock the useability and attractiveness of priority streetscape and civic spaces.

The final work programme will respond to interim decision making on Council facilities and renewals, however this could include interventions such as:

- Pop up bollards
- Power/lighting
- Art or play features
- Intersection enhancements
- Accessibility enhancements
- Low cost speed and wayfinding interventions
- Improvements to parking infrastructure (includes upgrade to Sophia St carpark)

Chosen enhancements will be prioritised in accordance with the established Strategic Direction, see also pages 68 – 77 of the Master Plan for key principles and considerations for urban play, art/mahi toi and fitness trails.

Which of these infrastructure and vibrancy opportunities do you believe would have the biggest local impact?

✕ WHO MAKES IT HAPPEN?

The Masterplan guides strategic ratepayer investment as and when council units renew key infrastructure, and will highlight the processes, plans and policies that facilitate urban regeneration led by the community and private sector. This is council's Enabling role.

The plan also guides private investors looking to contribute towards town centre activities and development over the coming years, as together we unlock both private returns on investment and the community outcomes which landlords and business can achieve.

Council, its CCOs and the private sector may also use this plan to attract external funding or investment in featured or well-aligned initiatives, in reliance on the robust evidence base and stakeholder insight which the Masterplan unites.

YOUR FEEDBACK

This Masterplan aligns with Council's previously adopted CityTown Strategic Framework. It has been informed by prior feedback from thousands of stakeholders via community wide consultations (including the LTP 2021-31) and market research, and via targeted stakeholder workshops, design drops, meetings and site walkovers, trial data and surveys.

Council now welcomes your feedback on the Masterplan and will use this to guide interpretation and implementation.

- Where your comments relate to a year one project (vibrancy or infrastructure) we will use this feedback immediately to help shape our work programmes. Specifically, relevant feedback can inform preparation of the draft Strathallan Corner design to be presented for stakeholder and community consultation later this year. We are also still determining the order of priority (and the delivery detail) for the 'top seven opportunities to increase vibrancy' and your feedback will be used to help rank these opportunities and prioritise year one funding allocation.
- Where your comments relate to a project or concept not in scope for the present financial year we will bank this feedback to revisit at the relevant time. These comments will also guide prioritisation decisions about projects that should lag and lead to ensure strong alignment with community and private sector investment priorities as these evolve over time.

Please email us with your comments or questions at citytown@timdc.govt.nz, or sign up to our CityTown mailing list at <https://www.timarucitytown.co.nz/get-involved> to be kept in the loop on upcoming projects and feedback opportunities.

You can also attend one of our September Masterplan workshops (morning, lunchtime or evening), hosted by the South Canterbury Chamber of Commerce in partnership with the CBD Group. To find out more and to book your spot please contact enquiries@scchamber.org.nz or phone 03 687 2733.