

Temuka Strategic Plan. Consultation Summary.

01 June
2022

Isthmus.



Draft for discussion only.

Contents.

Contents.	2
Summary.	3
Data.	
Who Spoke.	5
Temuka Now.	5
Priorities.	6
Getting Ahead.	7
Qualitative.	
Live, Work, Play.	10
Stop, Stay, Spend.	11
Connect With Identity.	12
Appendix 1. Consultation Collateral.	
Appendix 2. Consultation Maps.	
Appendix 3. Feedback.	



Document record.

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Summary.

Over the course of April-May 2022 the Temuka Community Board led a public consultation process and received feedback via a number of avenues.* Feedback was received from approximately 55 individuals.

The majority of this feedback was received via analog feedback boxes and was submitted largely by people over 65 years old who live in Temuka. The feedback painted a fairly clear picture of what currently brings and keeps people here. Of note is the area's close proximity to a wide range of fantastic destinations (mountains, coastline, rivers, neighbouring towns, cities), the expansive Temuka Domain, Temuka's collection of beautiful walking trails, and, importantly, it's supportive and friendly community.

The feedback collateral outlined the Community Board's current vision and the objectives that are to inform the upcoming Strategic Plan. At 87% yes, the feedback received overwhelmingly agreed with this vision and these objectives.

However the consensus was less clear in the feedback collected for questions pertaining to what might be done. The question "What is something you would add?" collected a highly diverse range of answers. Answers submitted by numerous individuals included creating cycleways through the region and opening land up for subdivision. These however represent a small fraction of the wide breadth of the responses received. The question "What is something you would take away?" was most frequently not answered.

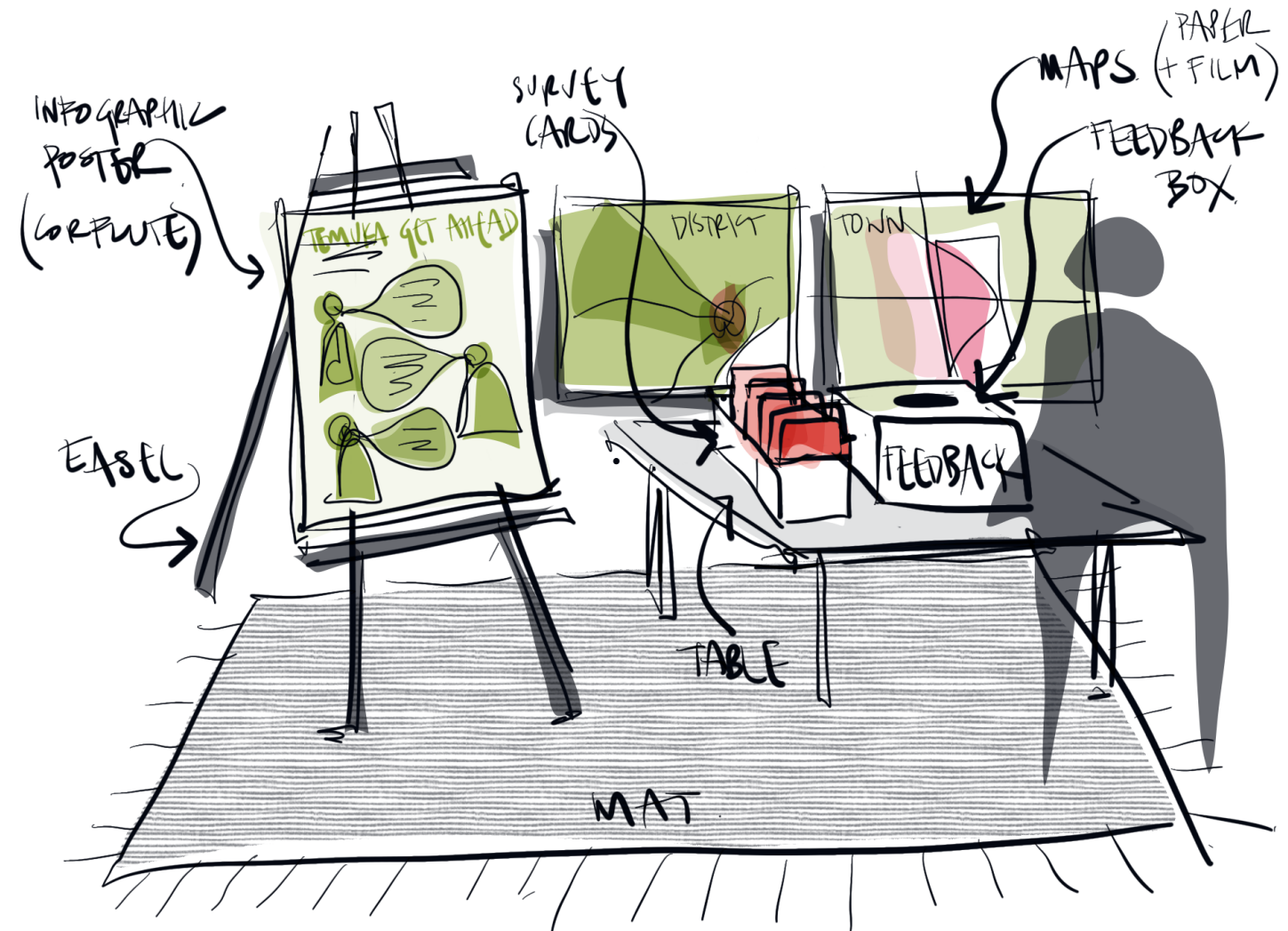
More consistency was displayed in responses to questions asking for the submitter's priorities. Here the plight of King Street's shops and urban realm was heavily prioritized and scored consistently highly across all three of these questions. Individual's comments commonly included desires to see more renovations to these historic buildings, better and more diverse shopping

opportunities, and upgrades completed to the street and town square.

When asked what their top priorities were to live, work and play in Temuka a lack of diverse and affordable housing options was frequently mentioned. Better public transport, particularly to provide access to Timaru, scored strongly, as did the creation of more walkways and cycleways in the region. The need to address the unsightly street frontage on Vine St/SH1 was discussed widely, particularly when pertaining to priorities to stop, stay and spend. Suggestions often mentioned signage along this frontage as a way to direct people to local business and advertise the town, in the words of one submitter "as what it is!" Temuka Pottery and Te Rūnanga o Arowhenua were both highly prioritised as integral parts of Temuka's identity. And finally when asked to describe the future of Temuka the 3 most commonly used words were "vibrant", "clean" and "town".

In summary, Temuka locals are proud of what they have and in general do not want to see anything removed for their region. This said, there is a strong concern with housing affordability and diversity in the area. There is also a widespread feeling that the current state of King Street contributes to a lack of vibrancy in the area. Investing in these buildings, attracting more businesses and residents to the CBD, and creating a more attractive urban realm is perceived as being not only of benefit to those who currently live in Temuka but a way of bringing more visitors to the area, and an investment to enhance Temuka's identity.

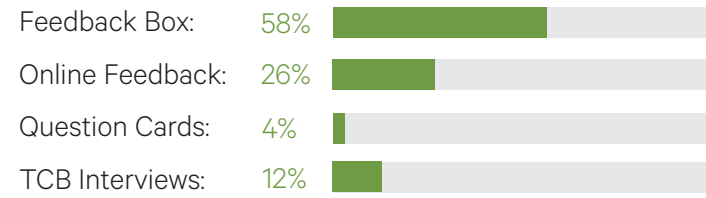
*The various consultation collateral from this process is attached in the appendix of this document.



Data.

Who Spoke.

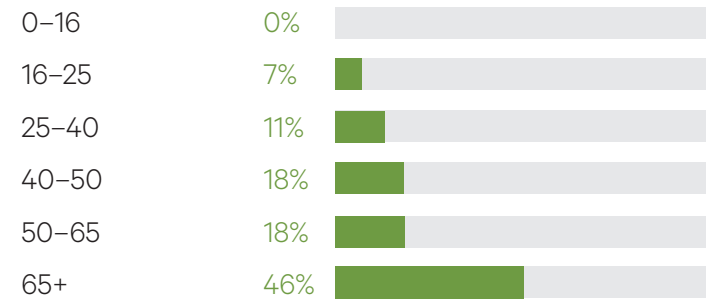
How were you engaged?



percentage of approx. 55 people.

Out of the roughly 55 submissions, at least 4 were submitted by organisations. These included Temuka Athletics, Real Estate South Canterbury, Temuka Holiday Park & the Temuka Artists Guild.

What is your age?



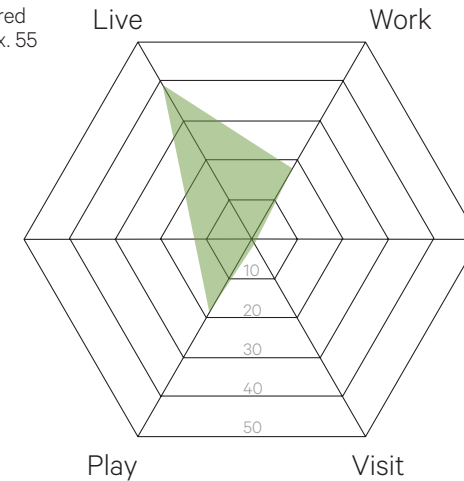
percentage of answers from approx. 55 people.

The 65+ age bracket formed the bulk of respondents at 48%. Given this group forms roughly 25% of the Temuka population (2018 Census Data, Stats NZ), this represents a gap in the collected data, where younger age brackets are under represented.

Online submissions were more popular with younger age brackets with the 65+ age group only forming 27% of these submissions.

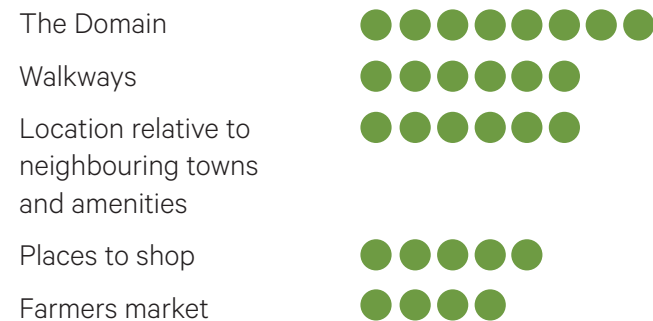
Do you Live/Work/Play/Visit Temuka & Winchester?

number of times answered in feedback from approx. 55 people.



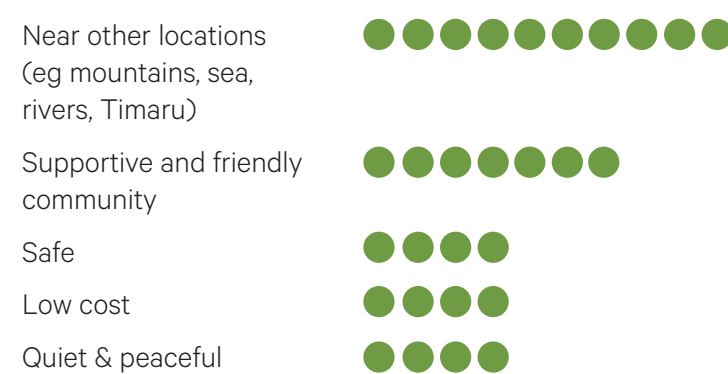
Temuka Now.

Community and visitors like...



number of times answered in feedback from approx. 55 people.

A reason to stay here is...



number of times answered in feedback from approx. 55 people.

The most characterful place is...

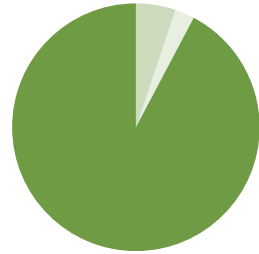


number of times answered in feedback from approx. 55 people.

Priorities.

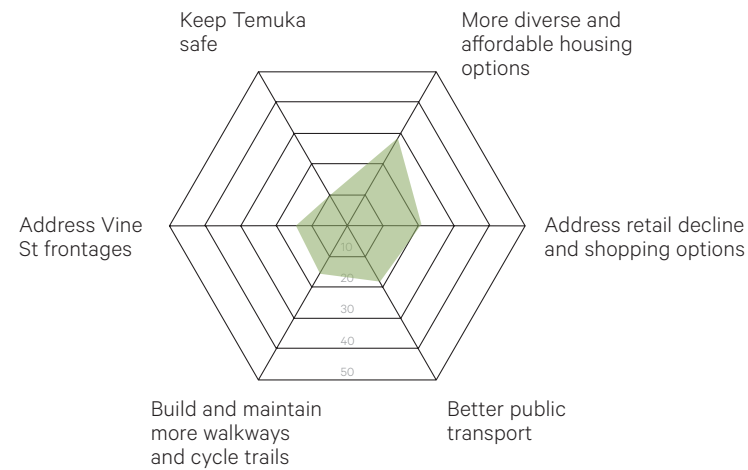
Do you agree with the vision and objectives?

- Yes (87%),
- No (4%),
- [no answer] (9%)



percentage of feedback from approx. 55 people.

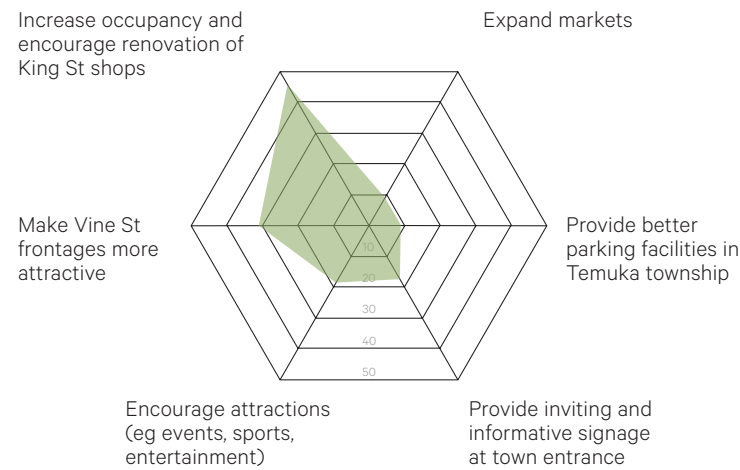
What are the top three priorities for you to live, work and play in Temuka?



score based on priorities taken from feedback from approx. 55 people.

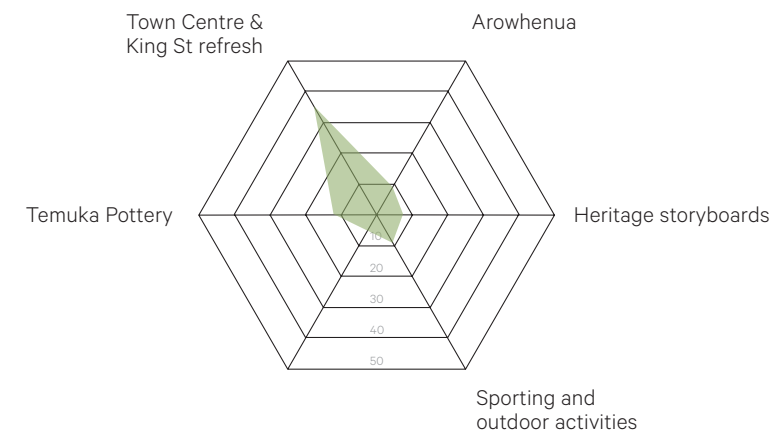
When asked what their top 3 priorities were to live, work and play in Temuka “addressing retail decline and shopping options” was the most common answer (11 times). “More diverse and affordable housing options” (answered 10 times) however was consistently prioritised more highly.

What are the top three priorities for you to stop, stay and spend in Temuka?



score based on priorities taken from feedback from approx. 55 people.

What are the top three priorities for Temuka’s identity?

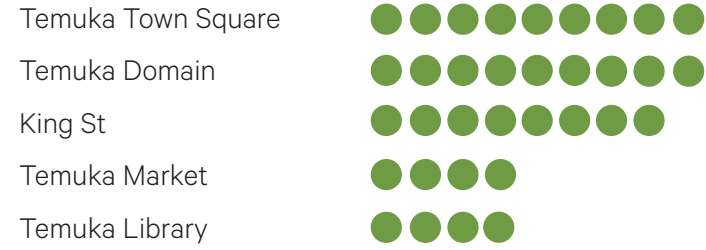


score based on priorities taken from feedback from approx. 55 people.

A variety of ways to refresh King Street were suggested. These included enhancing the diversity of shops currently found there, providing affordable accommodation in town,

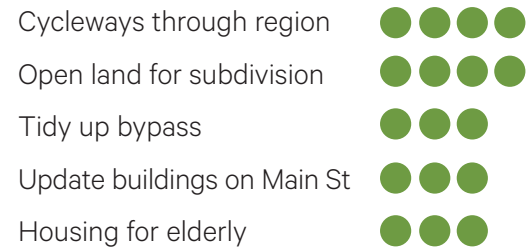
Getting Ahead.

The hub of activity could be?



number of times answered in feedback from approx. 55 people.

What is something you would add?



number of times answered in feedback from approx. 55 people.

What is something you would take away?



number of times answered in feedback from approx. 55 people.

What Temuka is to become in the future



number of times answered in feedback from approx. 55 people.



Qualitative.

“Amazing people in Temuka who are prepared to contribute”

“Tidy up. Liven up. Be responsible. Attract business”

“We appreciate being able to participate in changes - growth for our area”

“Keep up the good work as increasingly people want someone else to deal with it. The pandemic has destroyed our desire to do things. But we must look on the bright side now more than ever before”

“We have a strong rural community that supports the town very well”

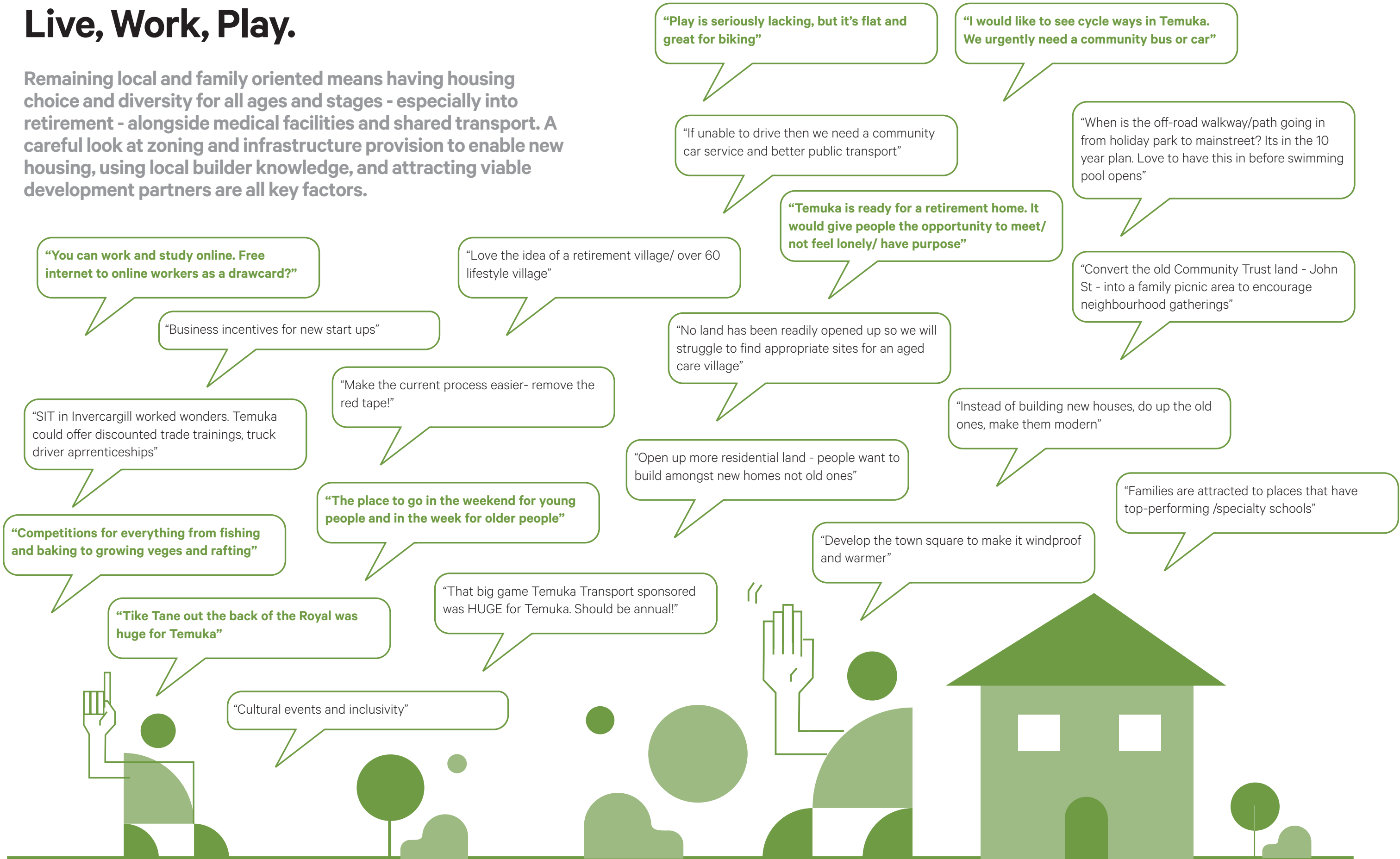
“The town centre is a wonderful mix of old and new, but an almost blank canvas that could be developed to be the envy of small towns NZ wide”

To get people involved we need to reignite a conversation with the community, share knowledge, and get momentum around quick wins like clean ups, painting buildings/murals, hosting events, planting days, raising funds for small projects and community wellbeing etc. But we also need a roadmap for where we will be in 10 years and how we get there.



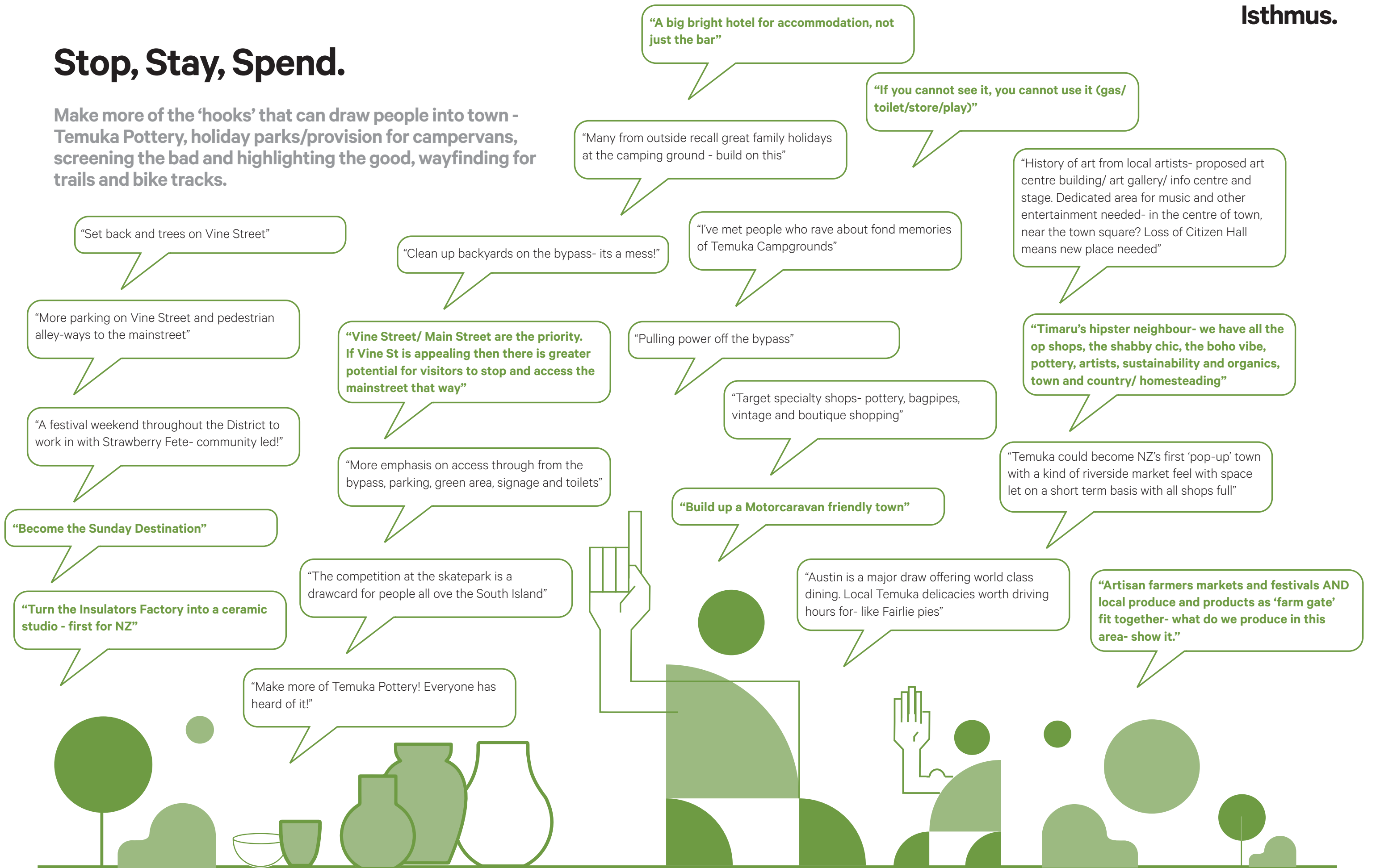
Live, Work, Play.

Remaining local and family oriented means having housing choice and diversity for all ages and stages - especially into retirement - alongside medical facilities and shared transport. A careful look at zoning and infrastructure provision to enable new housing, using local builder knowledge, and attracting viable development partners are all key factors.



Stop, Stay, Spend.

Make more of the 'hooks' that can draw people into town - **Temuka Pottery, holiday parks/provision for campervans, screening the bad and highlighting the good, wayfinding for trails and bike tracks.**



"A big bright hotel for accommodation, not just the bar"

"If you cannot see it, you cannot use it (gas/toilet/store/play)"

"Many from outside recall great family holidays at the camping ground - build on this"

"History of art from local artists- proposed art centre building/ art gallery/ info centre and stage. Dedicated area for music and other entertainment needed- in the centre of town, near the town square? Loss of Citizen Hall means new place needed"

"Set back and trees on Vine Street"

"Clean up backyards on the bypass- its a mess!"

"I've met people who rave about fond memories of Temuka Campgrounds"

"More parking on Vine Street and pedestrian alley-ways to the mainstreet"

"Vine Street/ Main Street are the priority. If Vine St is appealing then there is greater potential for visitors to stop and access the mainstreet that way"

"Pulling power off the bypass"

"Timaru's hipster neighbour- we have all the op shops, the shabby chic, the boho vibe, pottery, artists, sustainability and organics, town and country/ homesteading"

"A festival weekend throughout the District to work in with Strawberry Fete- community led!"

"Target specialty shops- pottery, bagpipes, vintage and boutique shopping"

"More emphasis on access through from the bypass, parking, green area, signage and toilets"

"Temuka could become NZ's first 'pop-up' town with a kind of riverside market feel with space let on a short term basis with all shops full"

"Become the Sunday Destination"

"Build up a Motorcaravan friendly town"

"The competition at the skatepark is a drawcard for people all ove the South Island"

"Austin is a major draw offering world class dining. Local Temuka delicacies worth driving hours for- like Fairlie pies"

"Artisan farmers markets and festivals AND local produce and products as 'farm gate' fit together- what do we produce in this area- show it."

"Turn the Insulators Factory into a ceramic studio - first for NZ"

"Make more of Temuka Pottery! Everyone has heard of it!"



Connect With Identity.

The somewhat neglected, run-down and visually unappealing town centre doesn't reflect the pride felt in the community. With a masterplan and a mainstreet refresh it could be clean, fresh, bright, friendly, green, tidy. Remediating the buildings and restoring character is linked to the cost of EPB/ building compliance.

"Although Temuka has a rich sporting heritage which has been well catered for, little is to be seen for the arts, which for lack of a venue tend to be unnoticed"

"Fishing walking and biking, gardening and community support"

"Cycle trails - connect Temuka-Pleasant Pt-Opihi River-Milford along stopbanks"

"River restoration projects are a big plus- maybe better access to them"

"Build more on our natural assets - our streams and rivers"

"Sport is great here but we also need cultural values, art - music - drama, to be encouraged!"

"More flowers and trees, especially on the mainstreet"

"A coat of paint on the store frontages on King Street, colour palette to highlight architecture"

"Encouragement to bring main street buildings up to earthquake standard. Visitors have remarked on the notices"

"To have a thriving mainstreet with full shops would be ideal"

"Get rid of vacant shops and secondhand dealers"

"Run-down Vine Street and mainstreet need urgent attention"

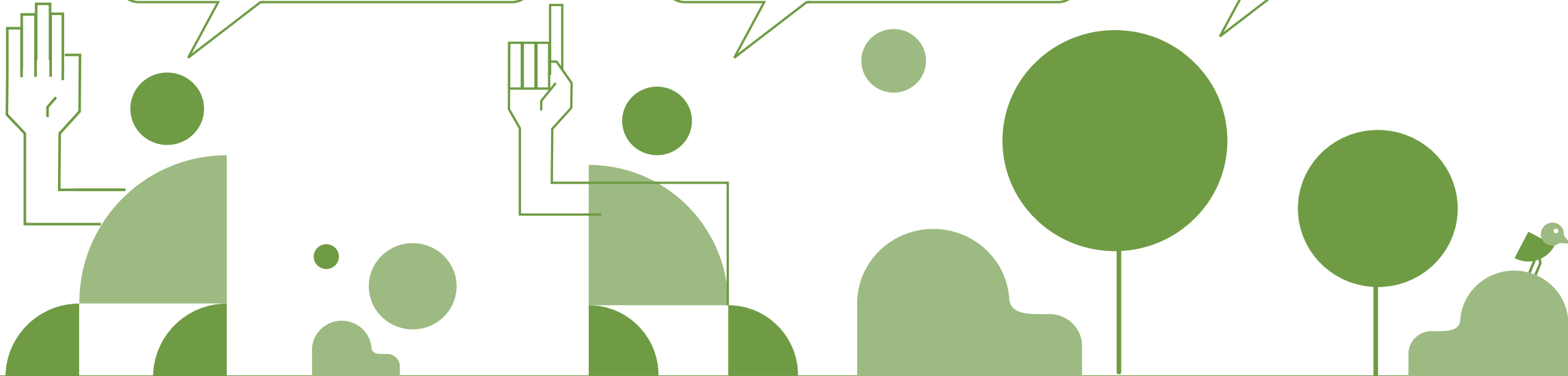
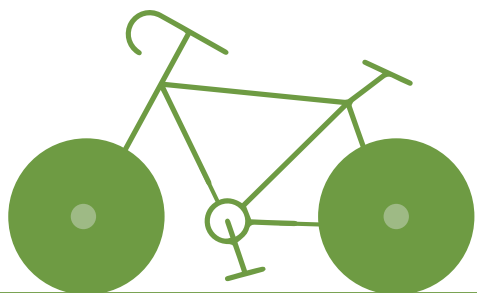
"Arowhenua marae partnership, place brand and narrative- Te Umu Kaha- are very important to local identity- how do we engage with this?"

"Council is too lenient on owners of earthquake prone buildings- tidy up or pull down"

"Advertise better what we already have- signage, wayfinding, targeted promotion"

"Repurposed heritage buildings can be assets for the town if development is possible- old world charm"

"Promote Arowhenua Marae"



**Land.
People.
Culture.
Isthmus.**

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