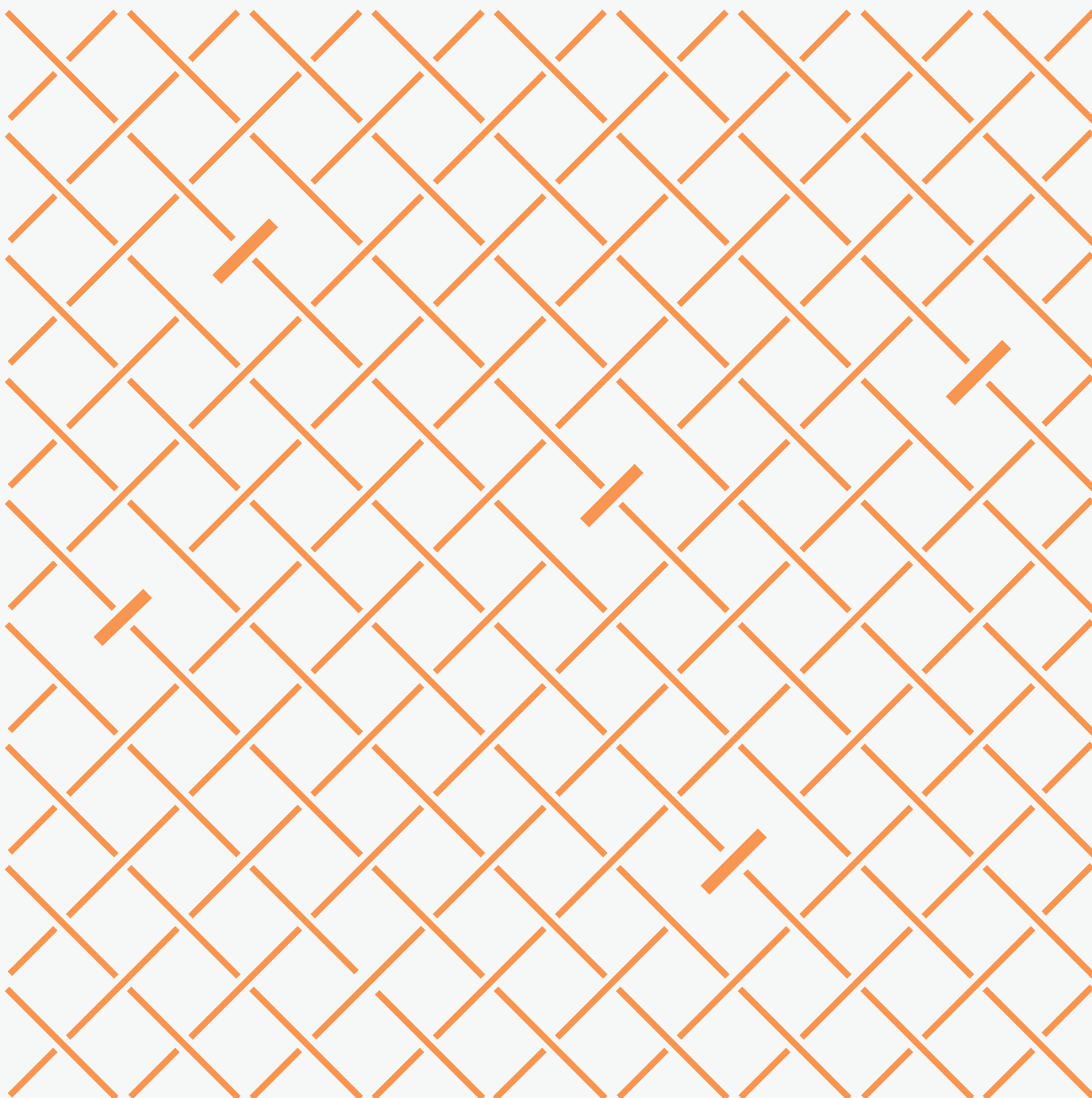


TIMARU CITYTOWN

Timaru
District Council
2024



MASTERPLAN



ACKNOWLEDGMENTS

The Timaru CityTown Masterplan has been developed by the CityTown Project team (Timaru District Council together with Isthmus Group and support from Gap Filler) under the direction of the CityTown Project Steering Group. The document acknowledges the extensive work and contributions made by Upoko of Te Rūnanga o Arowhenua, the Community Advisory Group, the Development and Investment Group, Trial participants, numerous community & corporate stakeholders, and the wider community.

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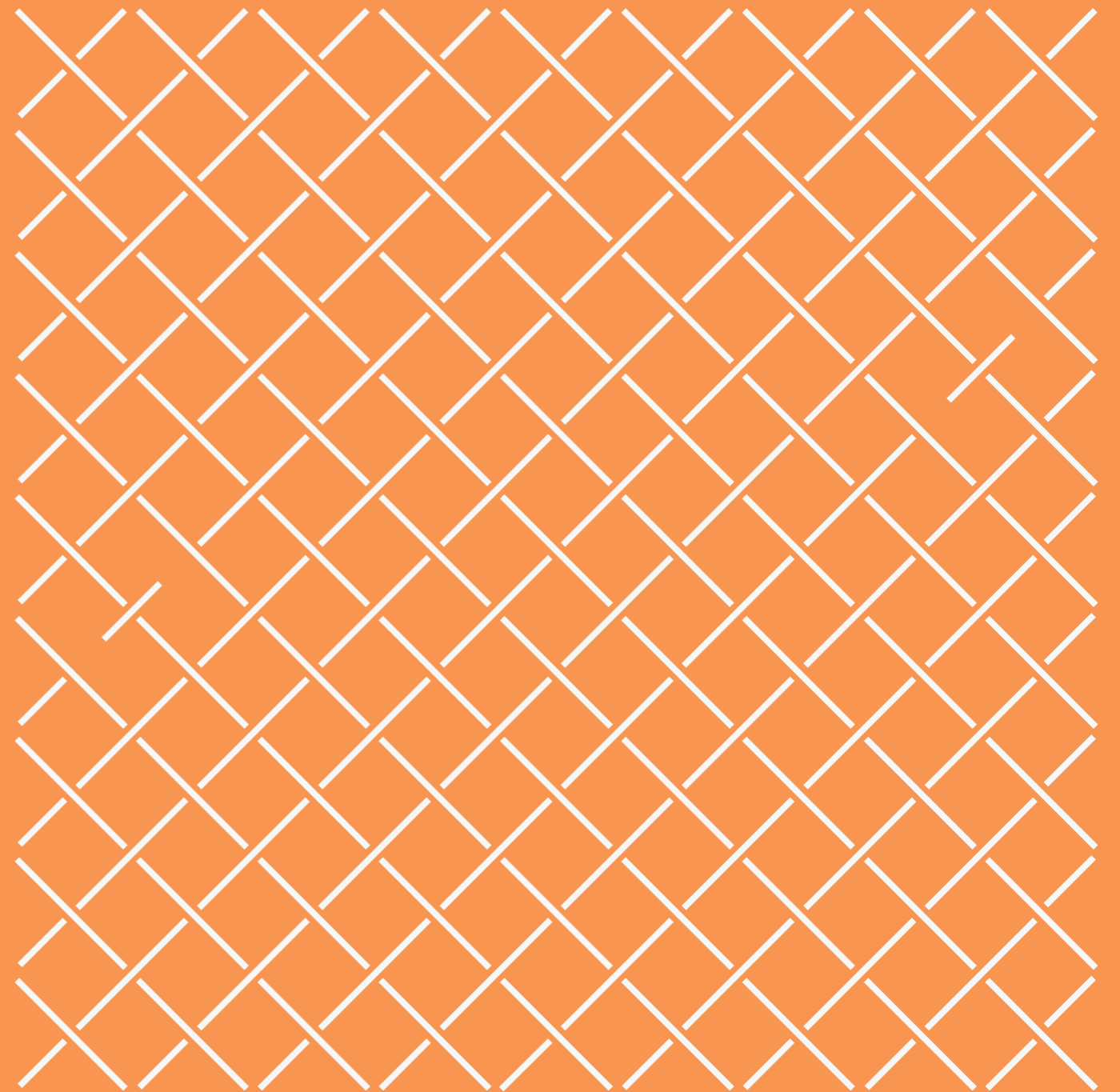
July 2024

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01

INTRODUCTION





1.1 DOCUMENT PURPOSE

CityTown began 8 years ago as a community-led initiative to bring together the aspirations of our town centre 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, and unlock 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. This Masterplan considers and seeks to balance the needs and lifestyles of our present generation with the younger generations we want to attract and retain. 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, ageing, earthquake prone buildings and infrastructure, and to respond to retail decline. It is time to breathe new life into the centre with urban living, consolidated retail, inviting, attractive social spaces and activities.



1.2 WORKING TOGETHER

“Growth at the heart stems from partnerships and connections – it starts with the people (Timaru CityTown Strategic Framework).”

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.

1.3 BUILDING ON WHAT WE KNOW

Specifically, this masterplan aligns with our previously adopted CityTown Strategic Framework and is based on feedback from hundreds of stakeholders provided via community wide consultations (including the LTP 2021-31) and via a district-wide market research piece capturing 1,032 diverse voices from different sectors of our community.

It also reflects the input of 64 town centre and Caroline Bay stakeholders attending 21 workshops, meetings and design drops, together with insights from discussions with all contactable owners of Earthquake Prone Buildings in our district. It takes into account feedback from the many additional, targeted stakeholder meetings and site walkovers undertaken for each of the 17 trials, together with the 992 survey responses submitted on the 12 trials, and the 669 corresponding comments on social media. If you'd like a bit more detail you can read all about our engagement process and earlier reports on our CityTown [website](#), where the trial reports have their own [dedicated page](#).

All of the ideas provided have been rigorously analysed and tested by more than 20 subject matter experts from within the Council group and relevant partner agencies. A number of locally and regionally based consultants have contributed urban design methodology, engineering assessments, traffic modelling, and community and private sector support with iterative peer review throughout.



CityTown	
	Completed Citytown Masterplan Suite of Documents
	Paused - Citytown Programme Suite of Documents
Venture Timaru	
	Completed Venture Timaru Led CityTown Workstream
	Underway - Venture Timaru Led CityTown Workstream
Council/Other	
	Completed Council-led CityTown Workstream
	Underway - Council-led CityTown Workstream
	Other Workstreams

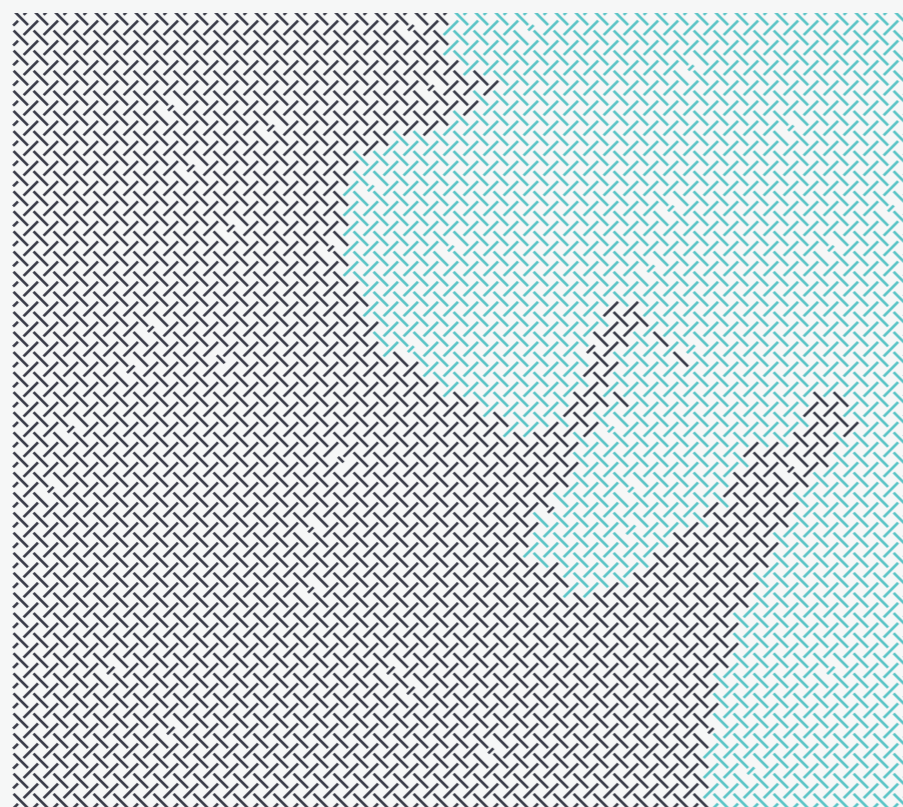
1.4 KAUPAPA

Te Whāriki expresses the desire for a new kind of partnership to shape our CityTown. It is in the act of weaving individual threads together that understanding and hope is formed as an evolving tapestry for the future. The Timaru CityTown Strategy sets out our commitment to partnering with mana whenua, businesses and community to regenerate Timaru, and adapt as we need to, by acknowledging that dropped stitches are important for learning, growing and creating a resilient future.

Te Whāriki

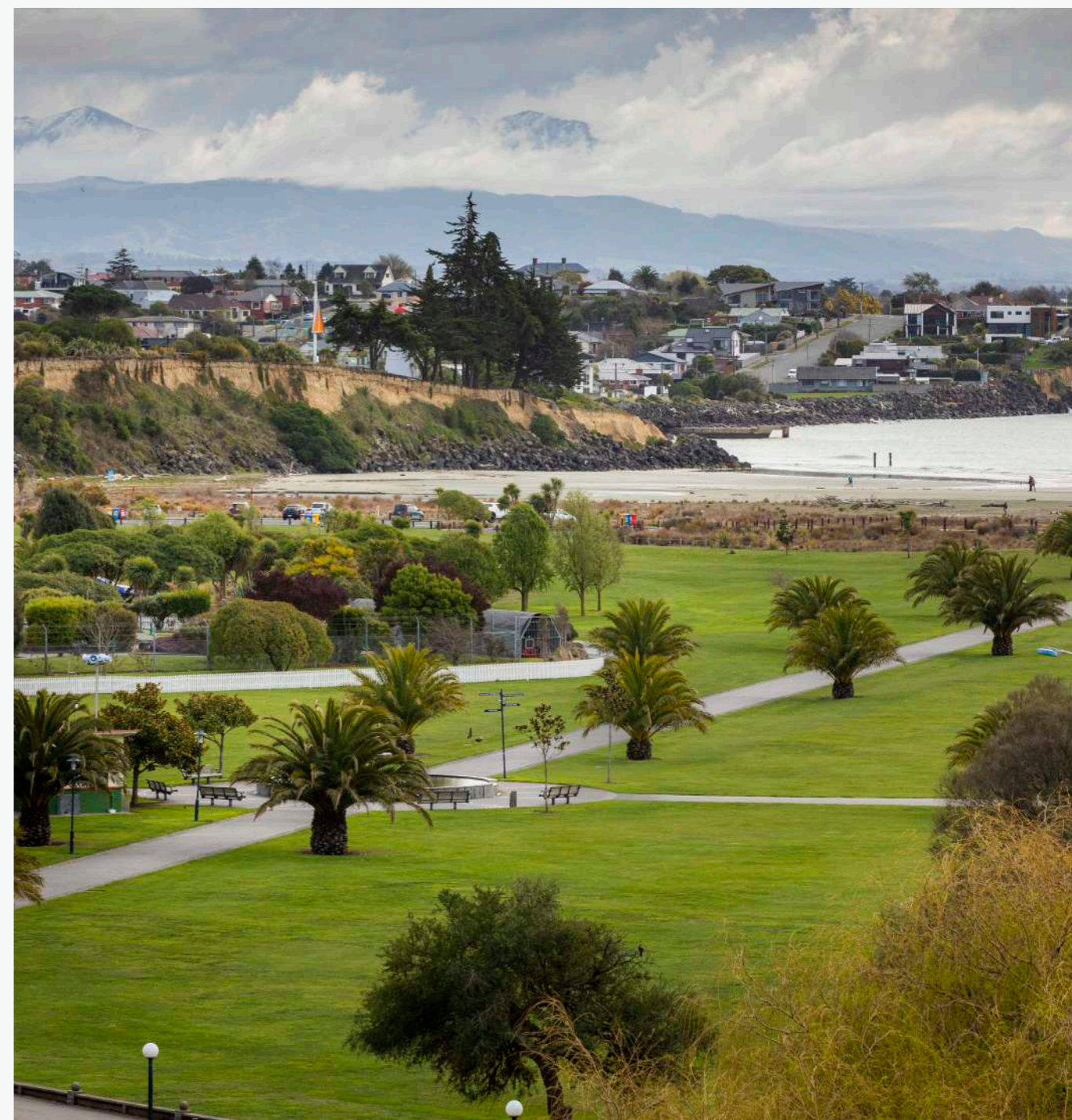
kia mōhio ai tātou ki a tātou
E kore taea e te whenu kotahi
ki te raranga i te whāriki
kia mōhio ai tātou ki a tātou.
Mā te mahi tahi o ngā whenu,
mā te mahi tahi o ngā kairaranga,
ka oti tēnei whāriki.
I te otinga
me titiro tātou ki ngā mea pai
ka puta mai
a tana wā, me titiro hoki
ki ngā raranga i makere
nā te mea, he kōrero anō kei
reira.

The tapestry of understanding
cannot be woven
by one strand alone.
Only by the working together of
strands
and the working together of
weavers
will such a tapestry be
completed.
Let us look at the good
that comes from it
and, in time we should also look
at those dropped stitches
because,
they also have a message.



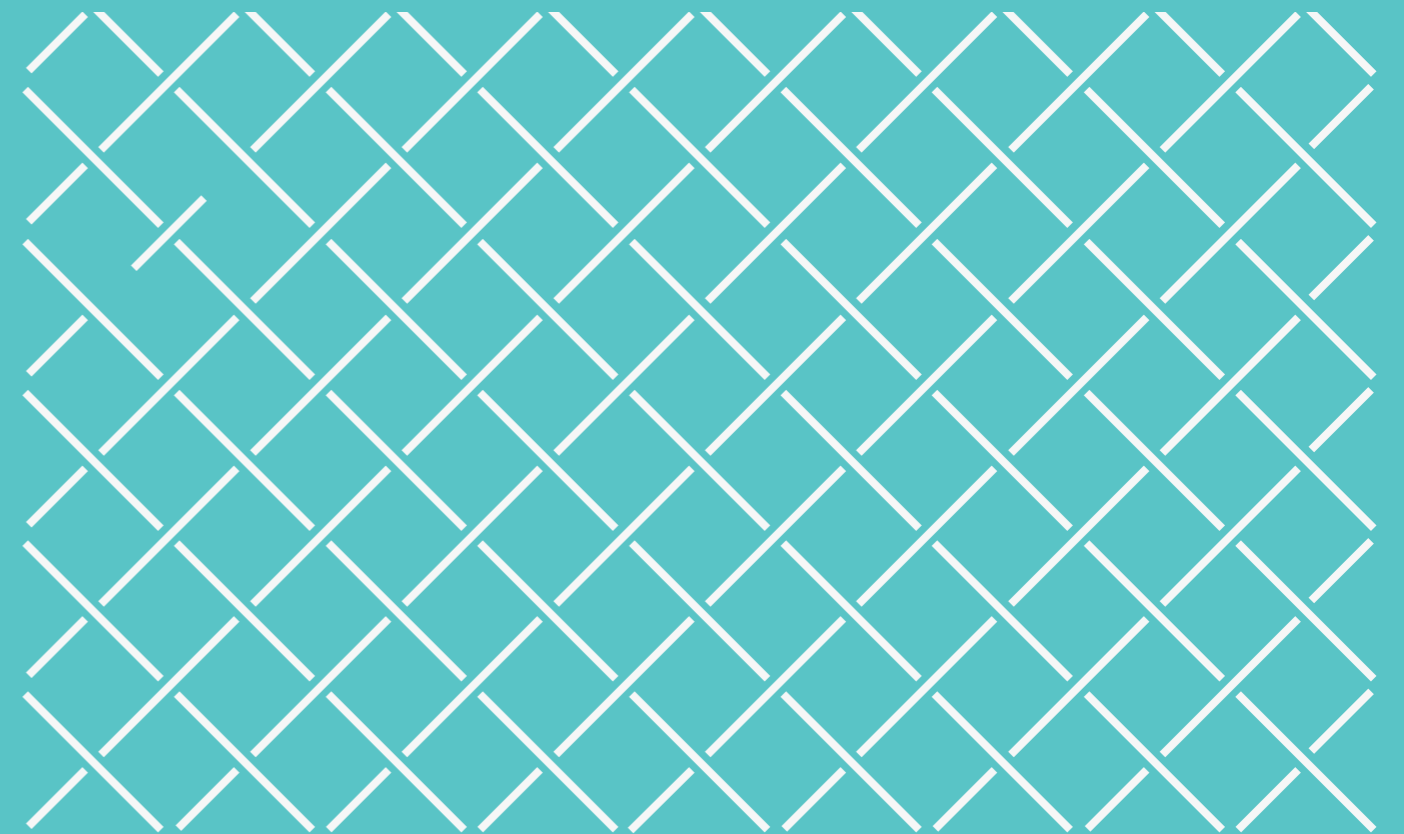
Me maumahara I mua, Remember the past
Me noho I te ao hurihuri, Live in the present
Me hāere tātou a muri Look to the future

- TeWera King, Upoko,
Te Rūnanga o te Arowhenua



IMAGINE CITYTOWN

Imagine CityTown and what it could become in the future, expanding its potential as a healthy, loved, mobile, diverse and dynamic urban centre. Timaruvians live and work in the centre, residents come frequently from the wider district to socialise, visitors make plans to come here, and entrepreneurs aspire to set up business here. All are welcome in this vibrant and thriving seaside town. “Something old and something new, something borrowed and something blue - the sheltered coastal nook of Timaru.”



2.1 OUR PLACE, NOW AND THEN

People create vibrancy

With more people, CityTown will feel more vibrant by increasing the viability of businesses with extended opening hours. We can attract more people by reimagining CityTown as an urban community where people meet, socialise, play, live and work. Through the CityTown Urban Living study we learned that there are people in the district who would readily downsize to a city residence, and there is a latent demand for worker accommodation. Many other towns and cities in Aotearoa like New Plymouth, Nelson and Napier are also looking at how their coastal identity can attract urban pioneers.

Attracting more people

People always attract more people. Character areas support a concentrated mix of activities, and starting with the 'feel good stuff' will help boost investment confidence, increase social licence and create an appetite for more. The civic spaces are a great and safe place to do this, along with small interventions that leverage existing assets and promote activation. Further investment in public infrastructure (above and below ground renewals) will support urban living. In turn, this increases the demand for attractive shared spaces and safe connections. In time, cycleways and trails connecting Caroline Bay (e.g. Bay Hill intersection and Strathallan footbridge), will leverage the lifestyle that already exists within the town centre and surrounding urban areas making it more accessible and alluring for new residents and visitors.

Preparing for Change

Change does not have to be radical but it should be intentional. By enabling small things to flourish and existing character to endure, it is possible to achieve great things. This relies on place-led partnerships that share a vision for CityTown (like the Timaru CBD Group), and champions who believe in a future that is shaped by many voices. Incremental change can happen through local initiatives, temporary interventions or breathing life into earthquake prone buildings. In time, more urban dwellers will seek streets, greenways and laneways that are made for people. While the conversation about parking is present in all similar sized towns, changes do not need to happen overnight – reducing vehicle speeds, filling up offstreet carparking and enhancing laneways is a good start for Timaru.

Not just any town

A proven recipe for urban regeneration is to reconnect with the potential of a place through its unique landscape and origin story, and find ways for people to experience its personality. Any investment in the Timaru Town Centre should showcase the following things:

- The volcanic landform makes the street pattern and its landmark buildings unique - with elevated views, landings and valleys.
- Timaru bluestone is unique to Timaru - it should be used in carefully curated ways to express identity, together with beautiful local plantings.
- Bold infrastructure investment is not foreign to Timaru, and investment which leverages existing assets like Caroline Bay, coastal connections and views is vital to the seaside town vibe. Because the town is elevated above the sea and separated by port and rail, bridges are essential.
- Heritage is remarkably intact, and many character buildings have been preserved along the mainstreet and the original landing/port edge - including flour mills and grain stores. This character is vital to retain with adaptive reuse, seismic strengthening and integration of sympathetic opportunities.
- There is more to explore as CityTown shape-shifts toward a future that celebrates proximity to farm and sea, as primary production across a vast rural catchment links to the Port via the town centre. Scoff is an example of an event that links urban and rural stories through food experiences.
- The story of Mahinga kai has started to be woven into the original shoreline with CPlay and can be extended along the original shoreline with art, nature play trails and other design interventions to bring this to life.
- Timaruvians enjoy a challenge and competition - urban trails are a fun way to experience the city to sea connection, foster a healthy lifestyle, and social interaction.

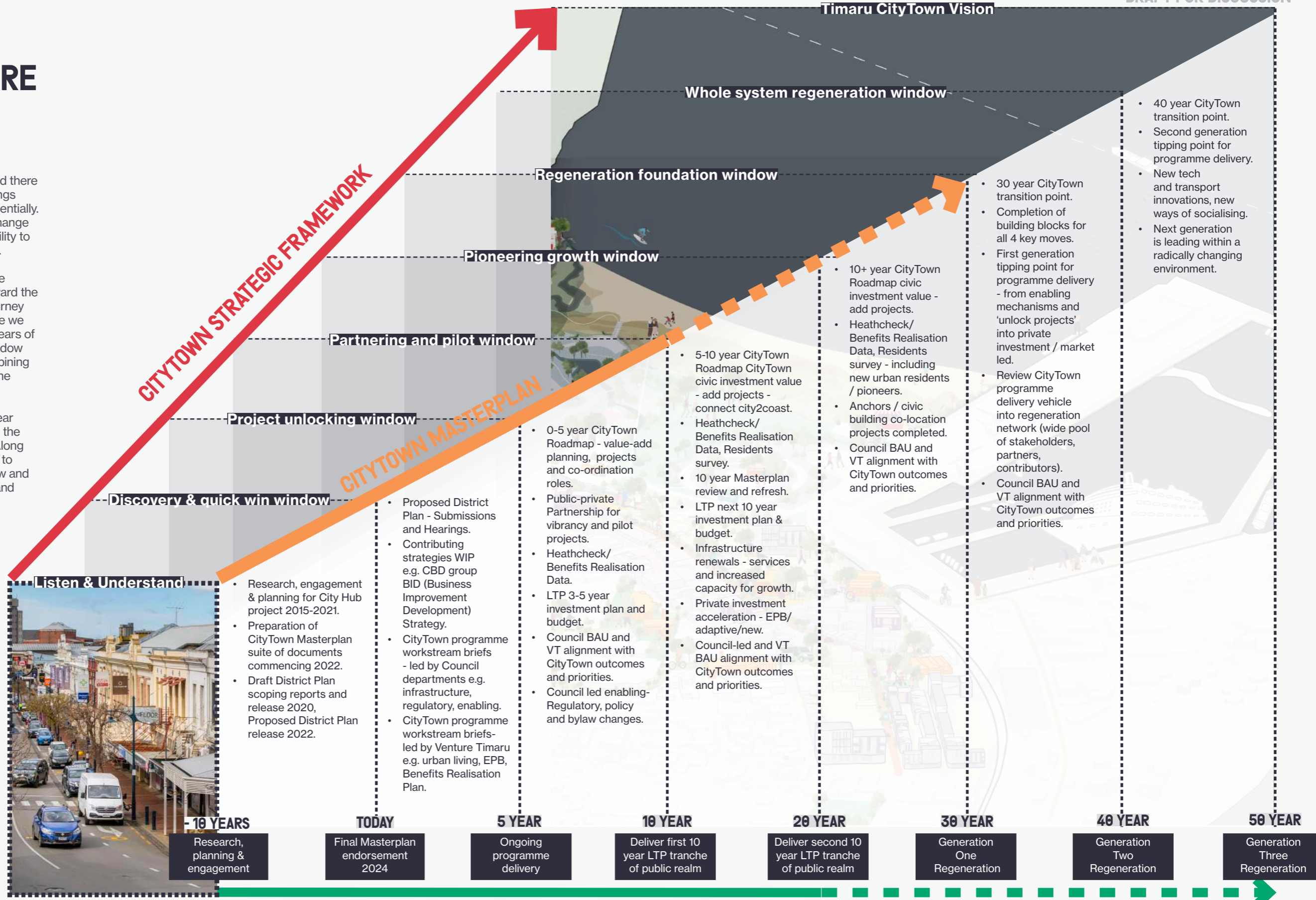


2.2 GETTING THERE

Urban regeneration takes time and there are many moving parts. Some things happen in parallel and some sequentially. Having a shared vision enables change to occur over time, allowing flexibility to reset the road map every decade.

This image is like a viewfinder. The picture expands as you move toward the horizon. The foreground is the journey we have been on so far and where we are now. In the mid ground is 10 years of investment within the 30 year window of the CityTown masterplan, combining public realm improvements with the efforts of the private sector.

In the background is the 30-50 year vision and outcomes described in the CityTown Strategic Framework. Along the way there are 'health checks', to capture data and feedback, review and adjust our course through LTP's and other BAU mechanisms.



RELATED COUNCIL (BAU) & CITYTOWN PROJECT WORKSTREAMS

e.g District wide or regional (ECan) strategy, policy, planning and projects.

2.3 TIMARU CITYTOWN 2040



Play activities link from the seaside up into the centre

Caroline Bay has thriving habitats

I can easily move between the City & Sea

Thriving businesses

This is a lovely place to sit and enjoy the views with friends and food

The heart of Timaru is vibrant and has a lot on offer for visitors and residents

Timaru is a key visitor attraction

The Green Weave helps me move around the town centre

There is a nightlife buzz after 5pm with restaurants and entertainment

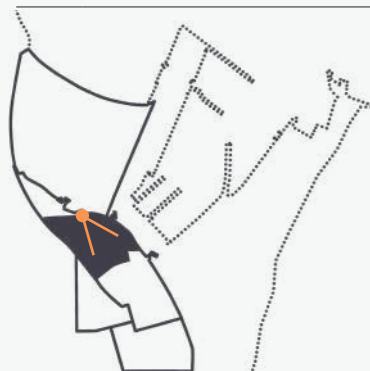
Nice civic anchors in the town centre that I go to regularly.

There are a range of town centre living options

North Stafford St.

Conveniently walking across Port Loop Road onto Stafford Street, one can't help but feel the promise of transformation. There's a clear push to elevate hospitality activity adjacent to the intersection, making it the heartbeat of the community. Vibrant retail businesses line the streets, complemented by improved public spaces that encourage people to linger for longer. The pedestrian-friendly streetscape, enhanced by preserved historic facades and slow moving vehicles, creates a pleasant retail experience. While some parking provision remains and alternatives are offered, this is balanced with an improved pedestrian environment. Residents enjoy easy access to essentials and stunning views across to Bay Hill and Caroline Bay.

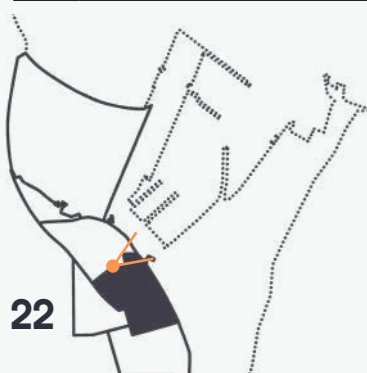
- 1 Clear and direct pathway to Bay Hill with a tightened intersection
- 2 Widened footpath, that enables outdoor dining opportunities
- 3 Use of natural materials such as bluestone for new paving
- 4 Parking & Drop Off Zone (includes servicing access)
- 5 An enjoyable retail experience
- 6 Fixed furniture in sunny area with warm materiality
- 7 Adaptive re-use of historic building (private)
- 8 One-way vehicle movement going north towards Port Loop
- 9 Cycling down to Caroline Bay
- 10 Colourful and native planting



Strathallan Corner

Walking across to Strathallan Corner, the vibrant mix of activities that define this compact heart becomes evident. A playful civic environment attracts performances, buskers, and community events. Public investment has transformed the area with streetscapes that invite people to linger, enjoy lunch in the sun or the shade, gather, and move easily, doubling as blue-green infrastructure, supporting improved environmental outcomes. Laneways encourage foot traffic, linking civic spaces with lush green streets and the nearby residential neighbourhoods.

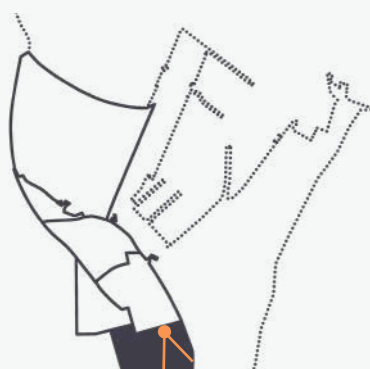
- 1 Dedicated accessible parking for toilets
- 2 Shared pathway linking civic anchors with residential neighbourhoods
- 3 Dedicated performance space for buskers and other community events
- 4 Consolidated and relocated toilet block
- 5 Clear connection over the bridge to coastal trails and Caroline Bay
- 6 Terraced seating for passive recreation or to enjoy live music / performances
- 7 Ability for food trucks to temporarily park during peak lunch hours
- 8 Informal play elements contributing to a city town play trail
- 9 Slow vehicle speed zone
- 10 Tighter intersection for safer pedestrian crossing at traffic lights
- 11 Cruise ship passengers discovering Timaru
- 12 Sheltered seating under established trees



South Stafford St.

The Theatre Royal and heritage hub serve as central gathering spots, supported by upgraded infrastructure for increased live-work capacity. Exploring the slow core on foot reveals high-amenity, pedestrian-focused streets connecting cultural and civic anchors. This encourages longer, more frequent visits. The town heart buzzes with activities, leveraging the arts community for evening events and nightlife in the town centre. Uniting art, theatre, heritage, and creativity. This is a place that showcases Timaru's welcoming spirit, celebrating locals, attracting visitors, and enticing new residents.

- ① New residential housing and/or accommodation with easy access to key destinations in the centre
- ② Active and vibrant environment night & day
- ③ Accessible park and drop off
- ④ Mahi toi integration in paving
- ⑤ Easy crossing connecting you to other civic spaces
- ⑥ Colourful native planting




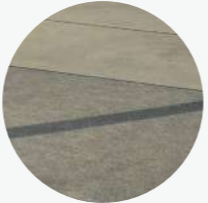
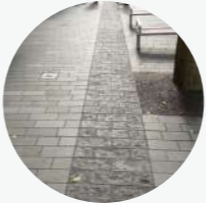



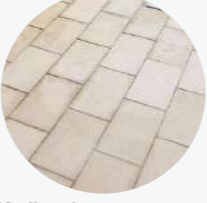


2.4 PROPOSED STREET & CIVIC SPACES MATERIALS PALETTE

As the vision for the town centre evolves over time, it is critical to have unifying guidance for the look and feel of streetscapes and civic spaces, with clear direction for where high impact materials and themed palettes may go, or where existing materials and elements could be simplified. A streetscape design guide should be developed for the town centre that articulates the underlying story of place through an ongoing programme of upgrades and renewals.

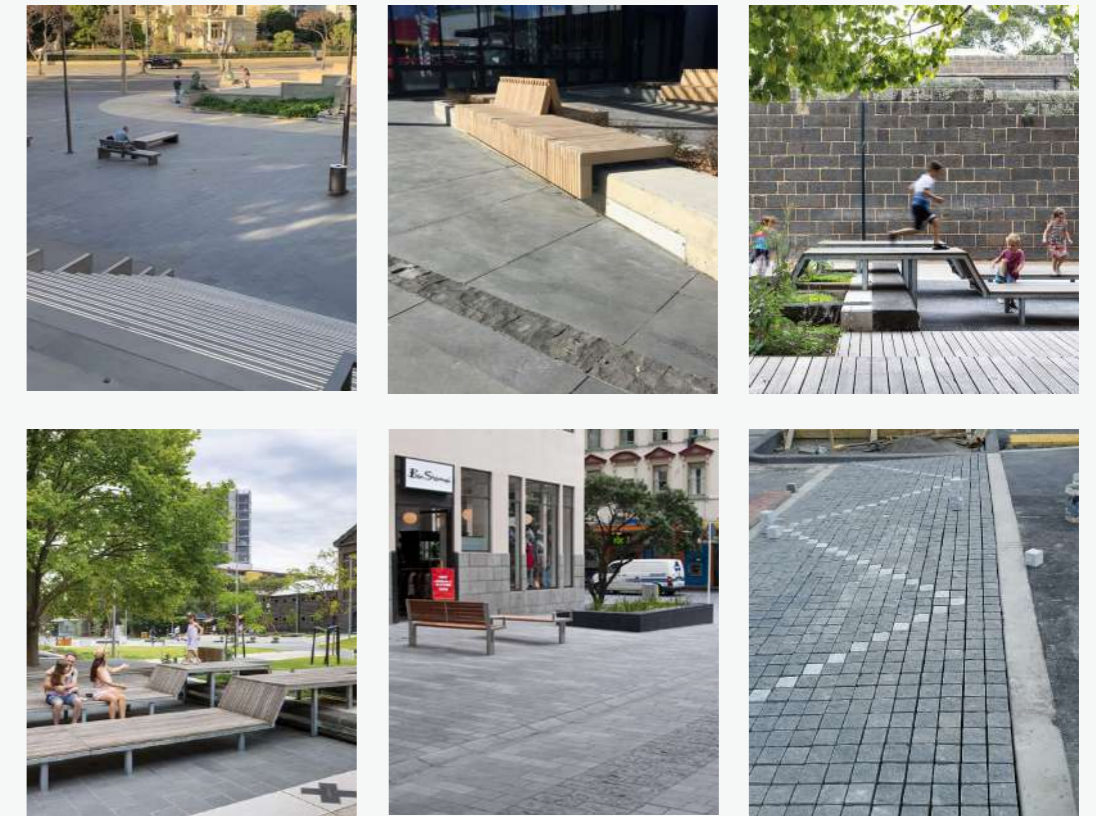
Hardscape palette
Timaru is inextricably linked to its wider landscape and geology. The reef was formed by Mt Horrible's lava flow, giving the centre its unique topography, street pattern, and bluestone materiality upon which characterful buildings were built.

Materials should reflect the land form with Bluestone on the ridges and transitioning to softer earthy concretes and textural differences in the valley floors.

Indicative Hardscapes

High impact materials	Secondary materials	Baseline materials
		
Bluestone wide pavers	Bluestone flush kerb setts	In situ concrete kerb & channel
		
Small format Bluestone Setts	Channel drain with decorative cast iron cover	Asphalt
		
Medium format stone paving	Vehicle ramp combinations of bluestone and granite	Tactile studs

Precedent Streetscape & Civic Spaces Imagery.



Softscape palette

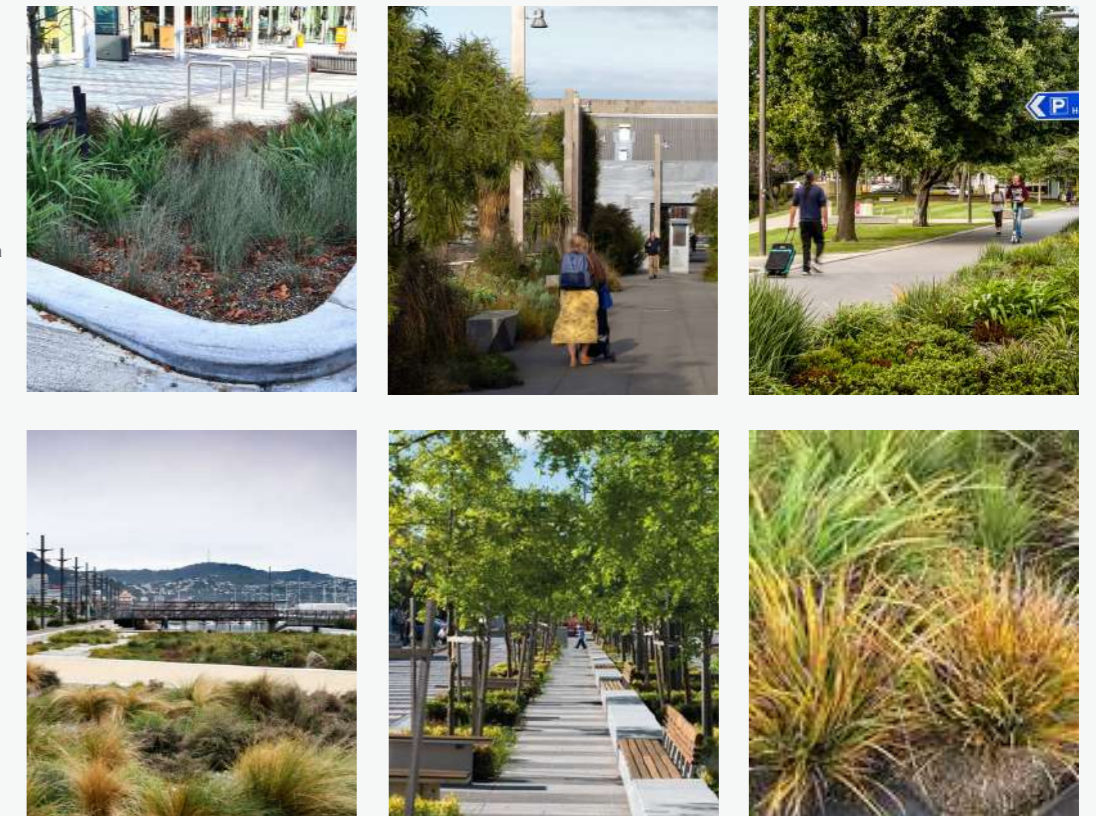
Regeneration of the natural environment, supporting biodiversity with ecological corridors and native plants is critical to a healthy CityTown.

The vegetation should reflect the ecological environment with lush dense vegetation following historical streams, and more hardy, resilient species being introduced as the streets move up the ridges.

Indicative Planting

			
Austroblechnum colensoi <i>Peretao Colenso's hard fern</i>	Uncinia uncinata rubra <i>Hook Sedge</i>	Pimelia Blue Peter	Austroblechnum penna-marina <i>Alpine water fern</i>
			
Coprosma Flat Freddy <i>Banks Peninsula Blue Tussock</i>	Festuca actae <i>Banks Peninsula Blue Tussock</i>	Pseudopanax Ferox <i>Horoeka Toothed lancewood</i>	Pittosporum Silver Ball
			
Cordyline australis <i>Red Sensation</i> <i>Ti Kouka</i>	Parahebe Baby Blue	Apodasmia similis <i>Oioi Jointed wire rush</i>	

Precedent Planting Imagery.



2.5 MĀORI DESIGN PRINCIPLES

This Masterplan is committed to partnering with mana whenua, businesses and community to regenerate Timaru. These Māori Design values (based on Te Aranga Māori design principles and informed by the cultural narrative framework produced by Te Rūnanga ō Arowhenua) act as a good foundation to guide the delivery of this vision for Timaru. It is essential that the unique story of place is told, linking in with the past, present and future to celebrate a uniquely Tī-maru vision for a thriving future for all. However, these will need to be further explored with Te Rūnanga ō Arowhenua to develop a partnering approach across the delivery of the Masterplan. This could be in the form of developing a Cultural Design Framework for Tī-maru, to provide the necessary guidance on all future design and storytelling opportunities in the public realm.



TIPUORA

Growing a thriving and dynamic life. The multiplication of shape reflecting the vision of growth and dynamism for Timaru.

Outcomes:

Te Taiao

Our connection with the environment, from mountain to sea, the rivers and forests through the Town centre, are enhanced and flourish.

Mauri Tū

Our environment is present and visible, connecting the Town centre benefiting both land and people.

Attributes:

- Our Town centre visibly sustains and enhances the natural environment.
- Our streams and waterways from parks to the coast are enhanced and connected.
- Our natural environment is 'felt' and experienced, supporting the built environment throughout a connected Town centre.

Application:

- Ecological corridors are connected and restored - from parks to coast.
- Planting of appropriate flora through the Town centre, with strategies to encourage native planting in all spaces.
- Environmental outcomes are visible and present through public spaces and their connections, with the benefits measured through to 2050.

KAITIAKITANGA

Guardianship, shelter and sustainability. Embedding meaning within pattern, within the core of a wider network.

Outcomes:

Whakapapa

Te Ruananga ō Arowhenua have a place and presence that can be seen and felt within CityTown. The names, the landmarks and the places that tell these stories are celebrated.

Mahi Toi

Mana Whenua art and culture support and influence the built and natural environment through art and events.

Attributes:

- Gives mauri and life to the Town centre, proudly showcasing our special place in the world.
- Celebrates the names of our places, and expresses our history and our future as part of a city we all can be proud of.
- Timaru is identified as a culturally diverse place that is connected with its landscape and history, past, present and future.

Application:

- Recognition and expression of place names, historical events and culturally significant sites through physical and digital interpretation, signage and wayfinding, design and public art.
- Te Rūnanga ō Arowhenua are appropriately engaged in the design process enabled through development of the Town centre.

TE WHĀRIKI

Weaving a tapestry of understanding together. The overlap of stitches and dropped stitches for a unique pattern.

Outcomes:

Mana

The mana of iwi and hapū as partners in the development of our city is recognised and respected.

Whanaungatanga

Established and strong relationships are the foundation for our Town centre, with the long term vision towards 2050 in mind.

Attributes:

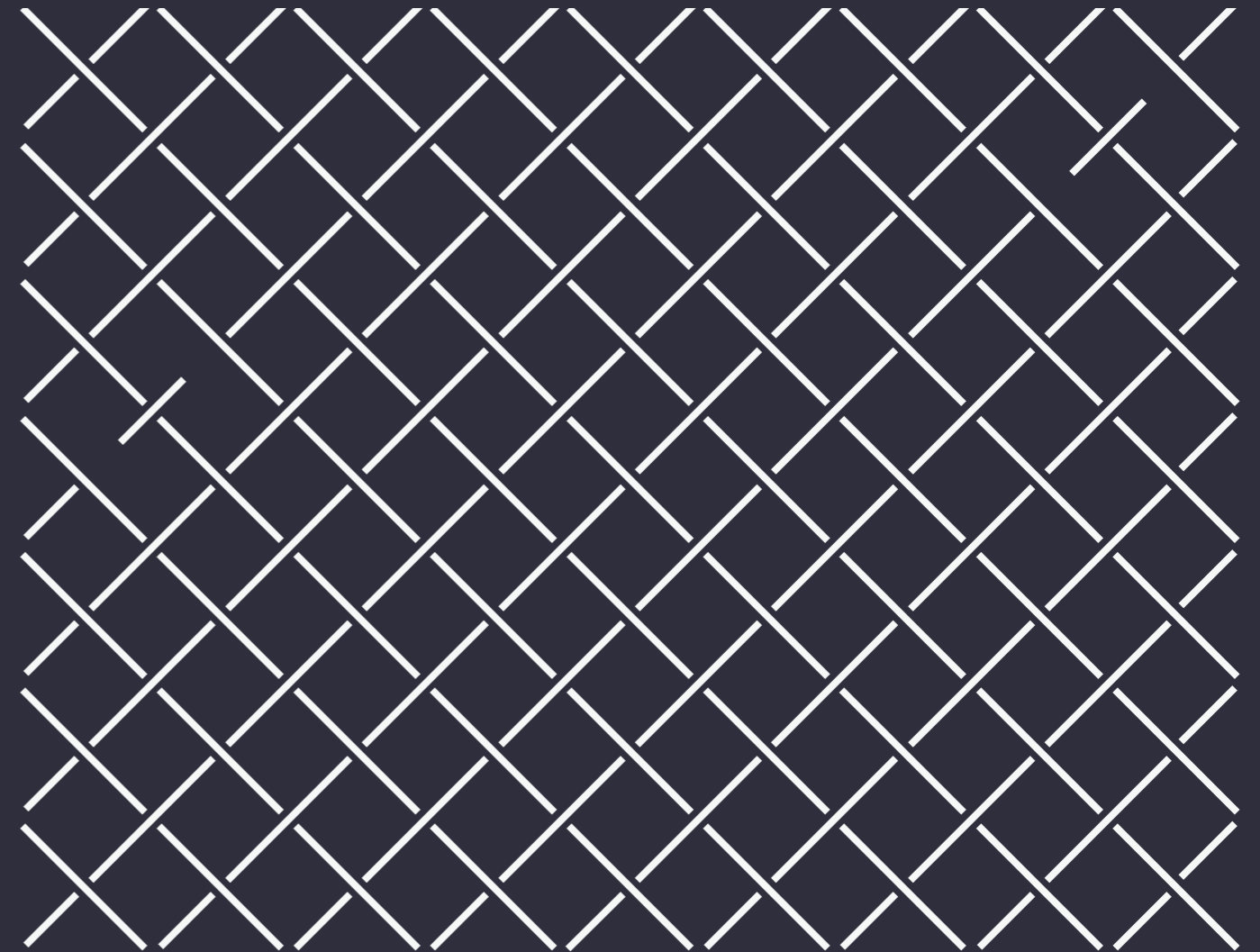
- Partnering early in the design process helps us all build stronger connections. It helps to set the scope and direction for alignment with the vision for the Town centre.
- Partnership lets us establish long and meaningful relationships that grow the potential for future projects to come, and the future we all want to see.

Application:

- The establishment of high level Treaty-based relationships with Te Rūnanga ō Arowhenua is essential at the outset of development proposals, and should be sought early in the concept and planning phases to maximise opportunities for design outcomes.
- Te Rūnanga ō Arowhenua are involved to provide cultural inductions and input to inform the whole project design lifecycle, from concept to delivery.

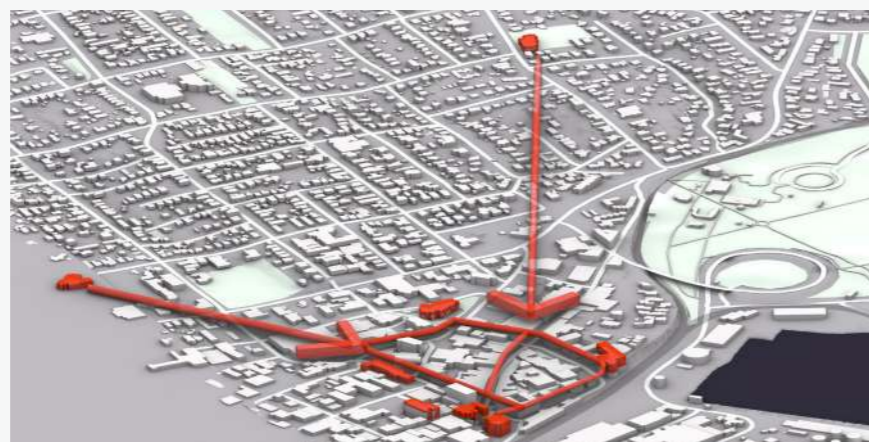
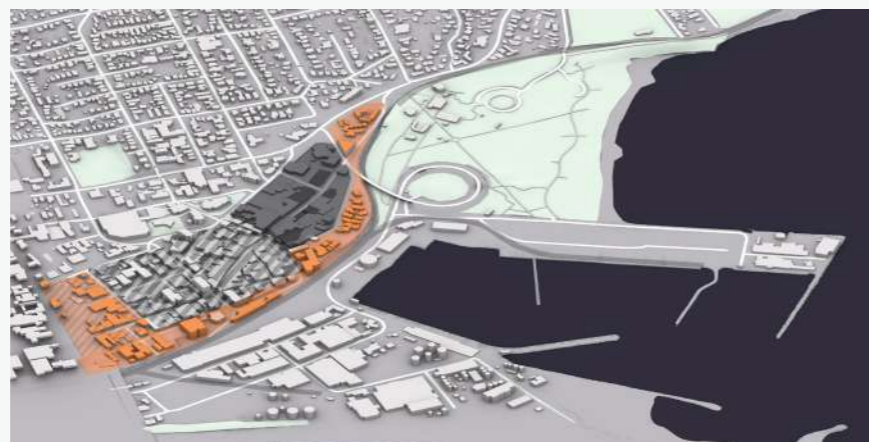
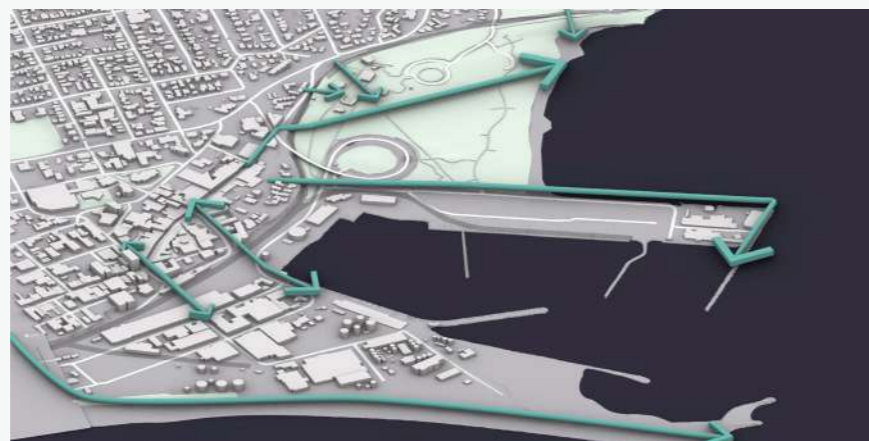
FRAMING THIS OPPORTUNITY

The CityTown Strategic Framework provides an integrated kaupapa for all key components of the project. From vision and values to future potential ideas to be implemented on the ground, it tells the aspirational story of the future transformation of our centre.

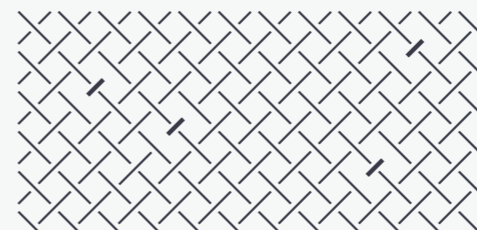


3.1 STRATEGIC FRAMEWORK

The Key Moves are core ideas (spatial and non-spatial) that signal the change required to deliver on the shared vision and outcomes. The colours relate to each Key Move outlined below and are explained in further detail on the following page.



2050 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

EXPLORATORY TRIALS



KEY MOVES



GREEN WEAVE
TE RARANGA A TANE
Embrace the centre with greenways

IDEAS



TARGETED TRIALS



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

IDEAS



TARGETED TRIALS

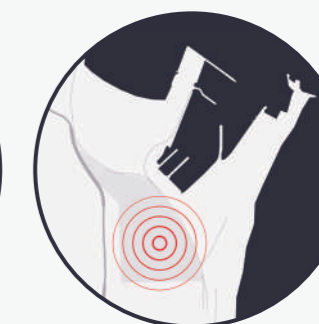


WELCOME HOME
HOKI MAI
Enable mixed-use to invite urban living

IDEAS



TARGETED TRIALS



THE HEART WITHIN
TE NGĀKAU A IWI
Cultivate a cultural core

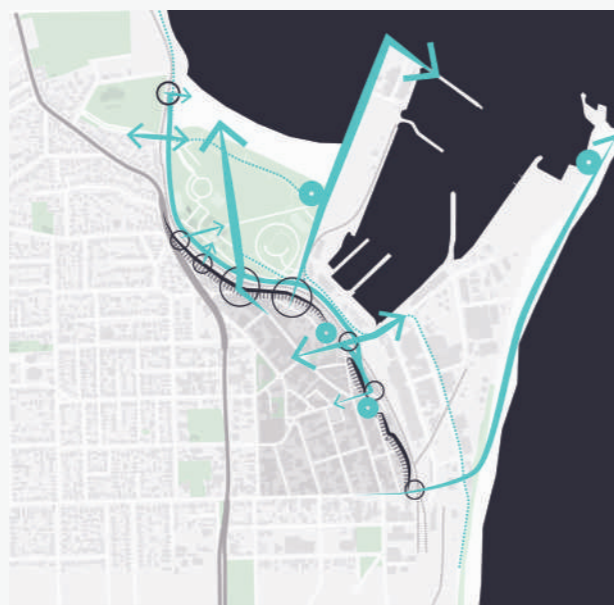
IDEAS



TARGETED TRIALS

3.2 STRATEGIC FRAMEWORK KEY MOVES OVERVIEW

To find out more, and read full versions of the Strategic Framework go to www.timarucitytown.co.nz



Coastal connection | Ārai te uru

Reconnect with the water edge and celebrate its dual character – both natural and industrious.



Green Weave | Te raranga a Tane

Join and grow the existing network of open spaces to create a soft and inviting green frame around the centre.



Welcome home | Hoki mai

Introduce a mix and diversity of live-work opportunities in the centre to sustain vibrancy over the coming years.



The heart Within | Te ngākau a iwi

Amplify the beating heart of our centre within a cultural quarter framed by civic buildings.

Key move possible considerations

Get us to the water.

- Upgrade and build new pedestrian and cycle bridges and crossings
- Upgrade the piazza and adjacent intersection as one of several designed features connecting Caroline Bay and the centre
- Implement wayfinding between centre and coast as well as for coastal trails
- Create a play trail from C-play to centre

Create a complete waterfront experience.

- Enhance promenades for walking, cycling, wheelchair users, seating and viewing
- Promote food offerings
- Cater for bike, kayak, boating, swimming, water and waterfront activities
- Upgrade or relocate freedom camping facilities
- Protect and enhance the existing penguin habitats and viewing areas

Address SH1 barrier between the centre and wider Timaru.

- Create gateways that pull/welcome people into the centre
- Improve cycle and walking routes connecting to the centre
- Upgrade intersections for active and vulnerable users
- Implement pedestrian and cycle wayfinding

Pull green into the centre – forming a continuous network of open spaces.

- Enhance the parkland habitat and green gathering spaces
- Upgrade greenway streets in valleys
- Introduce stormwater management and rain gardens
- Slow speed environment for shared users

Support finer grain retail.

- Enhance existing laneways
- Explore mid-block connections
- Encourage independent retail
- Activation and pop-up solutions in vacant shops
- Enable the Royal Arcade's mixed use / adaptive re-use
- Consolidation of retail to reduce walking distances

Unlock residential opportunities.

- Pilot residential at ground floor & live-work opportunities
- Area of influence for inner CityTown residential types

Enable reuse of character and heritage buildings

- Support EPB strengthening and adaptive reuse
- Landmark buildings – priority conversion projects

Improve mobility in the centre.

- Enable MyWay route and stops
- Utilise off-street car parking & wayfinding
- Potential future passenger rail & transport hub
- Rationalise on-street car parks with time limits and pricing set to optimise occupancy

Enhance vibrant streets and open spaces.

- Concentrate nightlife activity and outdoor dining
- Grow market along the street and create urban play streets
- Potential one-way street with opportunity for dynamic on-street car parking (restricted to periods of day or week and user groups).
- All weather facilities
- New and greener outdoor public spaces

Strengthen cultural and civic anchors

- Catalyst developments: food, art and culture experience within the heart
- Pop-up/permanent creative community space (library, te ara, gallery etc) and/or potential youth space
- Potential enterprise market hall 'all under one roof'
- Possible co-location of upgraded civic spaces

3.3 CHARACTER AREAS

The Key Moves have also evolved to define key attributes, activities, and spatial zones for the town centre. These spatial key moves form a scaffold from which conceptual designs can be developed.

The six character areas are not a hard spatial boundary for development and investment opportunities and do not establish new restrictions or limitations around private development.

They allow multiple opportunities to be realised at the same time, coordinated by a clear understanding of the potential synergies that exist between physical infrastructure and activities, alongside geospatial risks and dependencies. The opportunity statements outlined in the pages that follow are linked to each of the character areas, informed by the key moves and underpinned by technical contributions to the co-design process.

The areas are:

SOUTH STAFFORD

GREEN EDGE

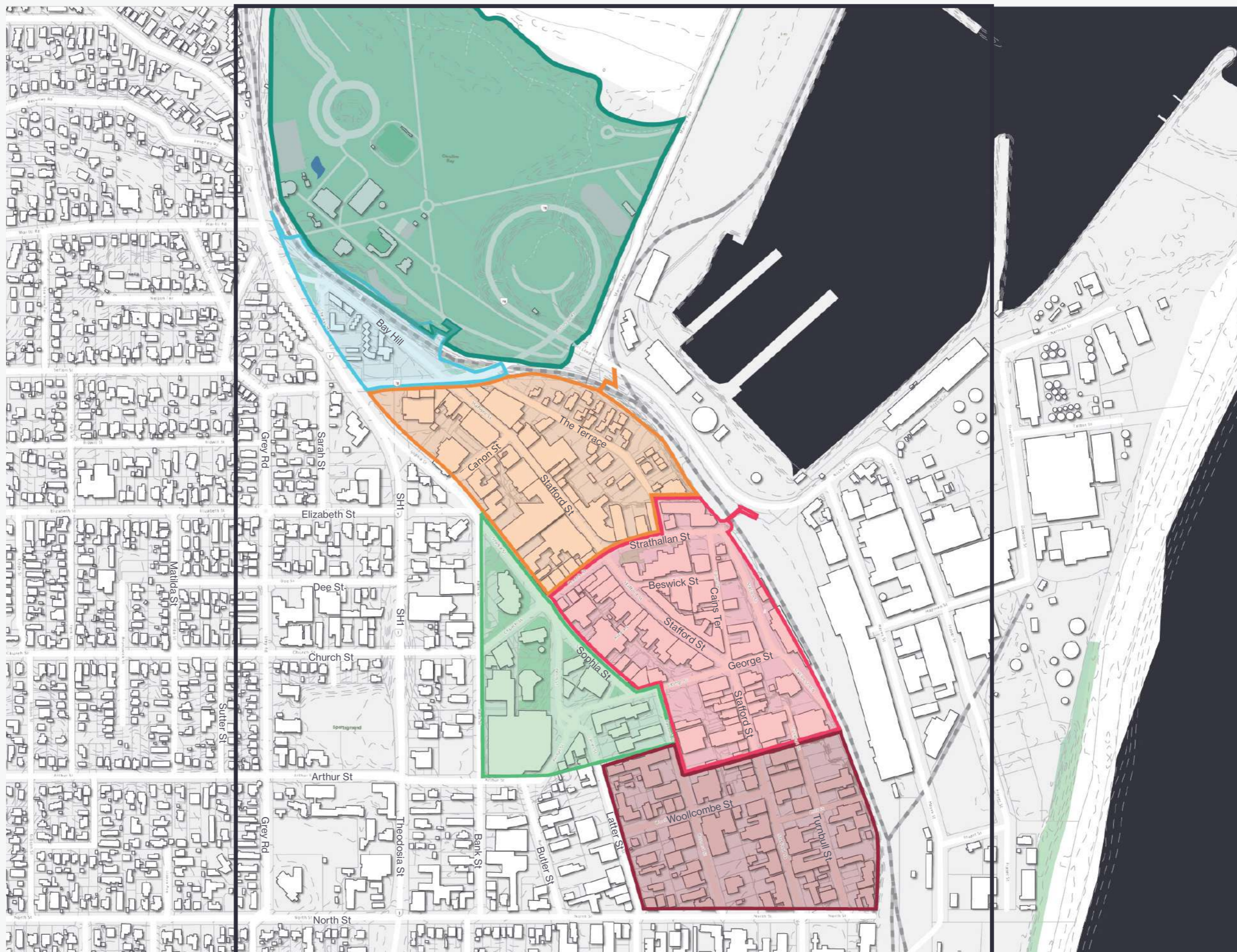
CREATIVE TOWN HEART

NORTH STAFFORD

BAY HILL

CAROLINE BAY

The corresponding colour blocks on the adjacent map show the approximate area referred to by each character area.



CityTown Scope Area

Character Area Descriptions

The following opportunity statements are informed by the key moves.

Character Area Maps

These maps highlight at a high level some of the possible interventions that might support the desired activity and development of these areas.

SOUTH STAFFORD

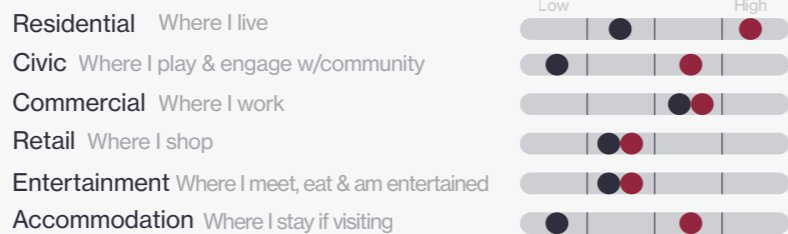
Urban Living is enhanced through the development of affordable medium density housing. This would establish a permanent community at this end of the town centre who would live, work and play in close proximity to their homes.



Car traffic hierarchy	Intersection to be improved
Pedestrian/Laneway connection	Frontage: Mixed use on ground floor
South-North Connection	Open space opportunity
Residential to ground floor	Pedestrian priority crossing point
One-way street	

Activity Diagrams

These bar charts provide an indication on the current activity happening in each character area. The darker dots highlight the current activity level whilst the coloured dots show anticipated future activity levels. This highlights the most desirable private investment opportunities.



Significant increase in residential, civic, and accommodation activities is desirable. This requires better civic spaces, infrastructure, amenities, and utilities. Commercial activity remains constant because ensuring business relevance, fostering a competitive environment, and encouraging innovation can help maintain a thriving community and ensure long-term sustainability. Retail and entertainment activity remains low due to the proximity, and focus, of other character areas but may adapt to cater to a new resident population.

Public sector investment

- Streetscapes to support a walkable, high amenity live-work environment
- Infrastructure upgrades and renewals to support urban intensification capacity increase
- Acknowledgment of the link between the Theatre Royal, South Stafford and the development of a Creative Town Heart.
- Continued provision for vehicle movements with some on street parking

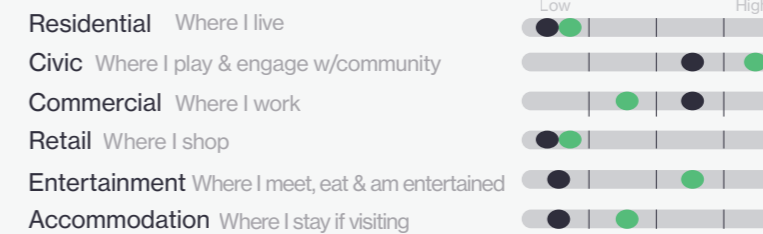


GREEN EDGE

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.



Car traffic hierarchy	Intersection to be improved
Pedestrian/Laneway connection	Increased car parking consideration
Open space opportunity	Green frame



The vision for activating the Green Edge requires allocating resources and effort towards enhancing community, recreational and entertainment facilities, followed by investment in accommodation, and then public transport or civic hub activity. Residential and retail activities remain at current levels. It is anticipated that commercial activity in the area may decrease, moving to more appropriate character areas such as North Stafford or the Creative Town Heart which attract a strong customer/client footfall.

- Civic spaces designed as cohesive and connected spaces
- Streetscapes designed to facilitate transport mode shift. i.e. safe to access the centre on foot or by bike
- Infrastructure upgrades and renewals



Character Area Descriptions

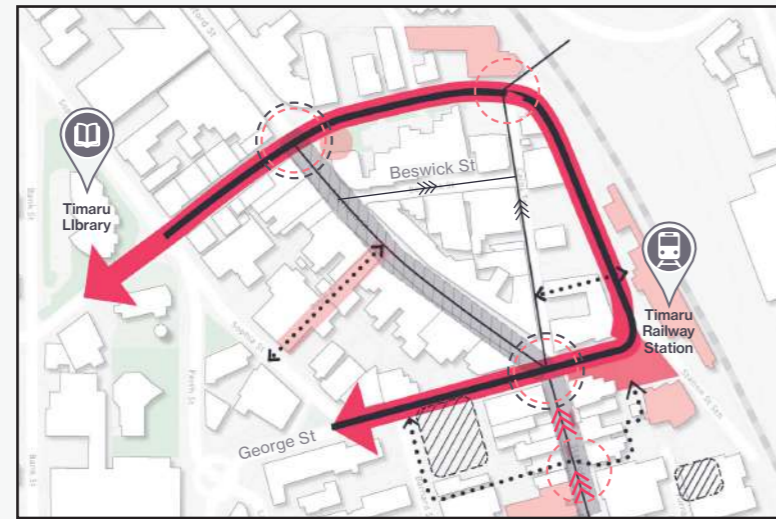
The following opportunity statements are informed by the key moves.

Character Area Maps

These maps highlight at a high level some of the possible interventions that might support the desired activity and development of these areas.

CREATIVE TOWN HEART

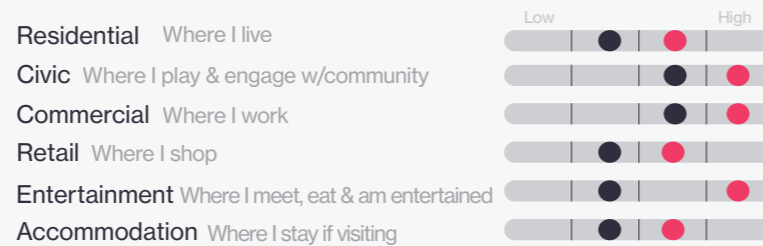
A compact heart that invites a vibrant mix of activities. It can become an entrepreneurial and playful civic environment that attracts and accommodates not only retail, commercial, civic gathering space, entertainment, food and beverage but also arts, culture and nightlife.



Car traffic hierarchy	Intersection to be improved
Pedestrian/Laneway connection	Increased carparking consideration
Civic Space/Building Opportunities	Pedestrian friendly environment
Reduced Vehicle Speed environment	Civic anchor connector
Proposed one-way	Pedestrian priority crossing point
	Existing one-way street

Activity Diagrams

These bar charts provide an indication on the current activity happening in each character area. The darker dots highlight the current activity level whilst the coloured dots show anticipated future activity levels. This highlights the most desirable private investment opportunities.



Positive change is supported in all categories to achieve the vision for a Creative Town Heart. However, the magnitude of the change varies. Entertainment needs the most investment. Civic, commercial, retail and accommodation all require similar levels of change. Residential requires the smallest magnitude of change. Depending on local priorities and needs, some residential considerations could be made but aren't a primary focus.

Public sector investment

- Streetscapes with more greenery and pedestrian-friendly space can encourage people to 'dwell', gather and move around.
- Laneways that encourage foot traffic e.g. Royal Arcade
- Civic spaces including Strathallan Corner and Heritage Place linked by green streets
- Gathering space associated with Theatre Royal/heritage hub and civic anchors
- Infrastructure upgrades and renewals that support increase capacity for live-work

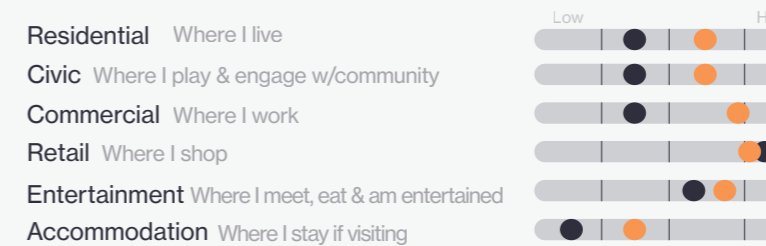


NORTH STAFFORD

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.

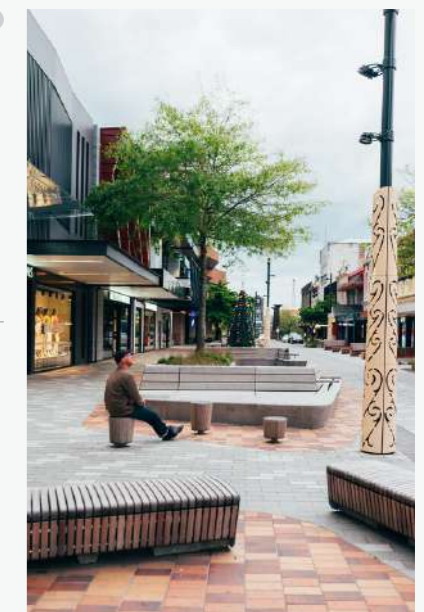


Car traffic hierarchy	Intersection to be improved
Pedestrian/Laneway connection	Increased carparking consideration
Existing to be retained/improved	Residential to ground floor
Proposed one-way Street	Pedestrian priority crossing point
Reduced Vehicle Speed	Frontage: Mixed-use on ground floor
	East-West Connectivity



The vision for North Stafford encompasses a significant increase in the importance of commercial activity. Efforts should be prioritised to enhance and develop this activity type here. Behind this, enhancing residential options and civic amenities, as well as providing more accommodation, will be important. Retail and entertainment need only remain at current levels due to existing strong provision.

- Streetscapes to support retail and commercial activity along Stafford Street by creating a slow speed threshold upon entering
- The Terrace – streetscapes to support high quality mixed use, and medium density housing and existing community.
- Infrastructure upgrades and renewals



Character Area Descriptions

The following opportunity statements are informed by the key moves.

Character Area Maps

These maps highlight at a high level some of the possible interventions that might support the desired activity and development of these areas.

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.

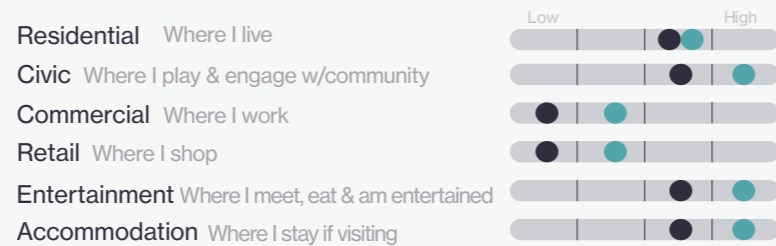


Car traffic hierarchy	Intersection to be improved
Pedestrian/Laneway connection	A pedestrian friendly environment
Views to the Bay	Frontage: Mixed use on ground floor
	Pedestrian priority crossing point



Activity Diagrams

These bar charts provide an indication on the current activity happening in each character area. The darker dots highlight the current activity level whilst the coloured dots show anticipated future activity levels. This highlights the most desirable private investment opportunities.



The civic, commercial, retail, entertainment, and accommodation categories all support the Bay Hill vision. Enhancing civic amenities, commercial areas, retail options, entertainment facilities, and accommodation will all contribute to the area's overall development. Residential levels only need to be maintained, as additional supply is better developed elsewhere.

Public sector investment

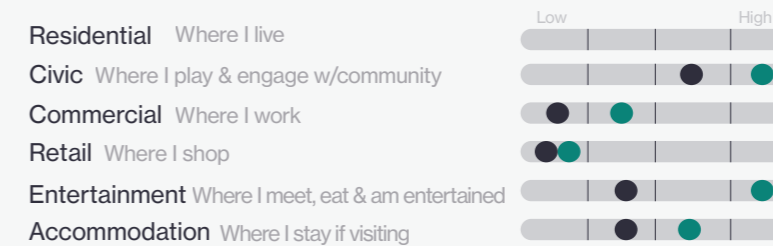
- Streetscape improvements
- Infrastructure upgrades and renewals
- SH1 intersection upgrades to create a safer connection for pedestrians between the centre and Caroline Bay

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.



Pedestrian/Laneway connection	Car parking
Pohatu-koko Stream	Key Activity Zones
Board walk opportunity	



Caroline Bay is a continually evolving landscape. Activities, buildings and access points have shifted with the waterline over time. As an everyday destination for play, it is the focal point for Timaru, where activities and open space are abundant in equal measures. It is a generous space with room for 'hero events' to draw in crowds and visitors.

- A building/structure to display the heritage lifeboat
- Storage area for equipment.
- Planting along Pohatu-koko
- Campervan parking
- Marine Parade Korora area
- Linkages between the CPLAY playground and Timaru town centre.
- Infrastructure upgrades and renewals



3.4 URBAN LIVING OPPORTUNITY

Key Move “Welcome Home (Hoki Mai)” recognises that urban living is a key ingredient for the regeneration of the central city as an increased urban population will support retail, commercial and entertainment for businesses.

“Living (Kaiao)” in the Strategic Framework also outlines the current state, outcomes, objectives, and measures for attracting urban pioneers and providing more diverse housing stock in the centre.

Enhanced amenity, mobility, and identity will also enable viable residential intensification and bring about unique offerings.

This urban living opportunity is further developed in the “Urban Living Study” and “Making it Happen” reports.



The key benefits of focusing on urban living in Timaru:



Supports Commercial Uses

The Strategic Framework establishes a number of key moves to address high levels of shop vacancy and low commercial office demand. This approach centres on shrinking the retail centre to consolidate commercial activity, and backfilling vacated spaces with residential use to bring more people and vitality into the heart of the city.



Increases The Built Heritage Value Proposition

Timaru town centre is home to highly valued heritage buildings which create its unique character. Retaining, and converting, this built heritage for both commercial and residential uses will be a critical part of regenerating the centre into a thriving and highly desirable urban area. New build residential developments can be seen as an opportunity to utilise the land around these historic structures, raising land prices and consequently the business case to invest in heritage building upgrades.



Offers Diverse Housing Choice

86% of dwellings in Timaru have three bedrooms or greater. Only 14% of its dwellings are townhouses/units. Empty nesters wanting to downsize have stated there is nowhere to go if wanting to stay in Timaru. The district is struggling to attract workers in part because they cannot find suitable accommodation. New central city residential development represents an opportunity to start to fill these gaps.



Creates Environmental Benefit

Attracting individuals to live in denser areas brings sustainability benefits. Dwellings are typically smaller (they don't need to provide all the amenity of a suburban or rural dwelling) resulting in fewer materials to build, less maintenance, and more efficient operation. Residents live closer to where they work, learn, or play and consequently can embrace active transport modes such as walking or cycling reducing transport emissions.



A Timaru Typology

Terrace housing typologies present an attractive form of urban living – particularly in lower density urban environments such as Timaru town centre. Not only are terraces more affordable to build than apartments, they offer a living experience closer in character to the typical suburban lifestyle. Residents often have access to their own front door off the street. Attached garaging is achievable. Occupants can own the ground under their feet, free – at least to some degree – from body corporate fees. Terrace housing also presents an offering that could easily slot into the current Timaru town centre built environment – its fine grain is sympathetic with much of the local historic built form and its narrow form allows it to easily address the variations in topography present in the area.

Quality

Creating terrace housing that acknowledges Timaru's identity, and maintains an attractive urban environment, is critical to success. This requires the following key considerations below:



Diversity Of Housing.

Provide a diverse offering to create more resilience for development, better streetscapes, and a better social outcome for the central city community.



Proximity, Separation, Outlook

Dwellings addressing the street or on-site shared spaces create better outlook and reduce the adverse privacy on adjacent development.



Outdoor Space

Providing quality outdoor space - like generous balconies or roof terraces - facilitates a suburban type/generous lifestyle within the central city.



Frontage Relationship

Maintain Timaru's heritage context with minimal street setbacks whilst managing privacy at ground floor level.



Vehicle Access

Integrating vehicle storage should complement streetscapes by being consolidated within the site, with minimal access points off the street.



The future residents of CityTown

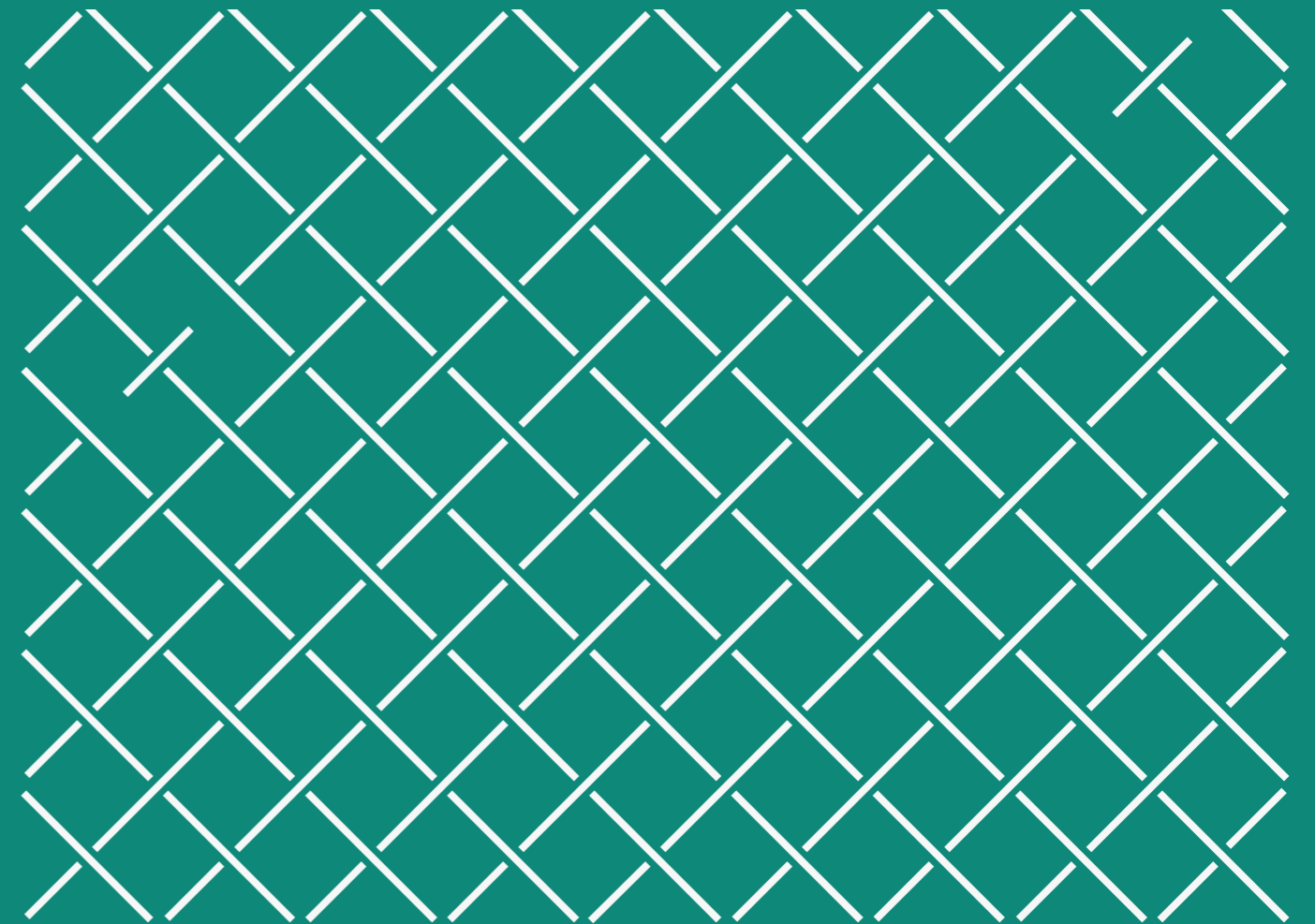
Data from residents currently living in Timaru is indicative of an area that is generally undesirable with poor quality housing stock. A significant part of the challenge will be providing higher quality dwellings to make the town centre a more enticing place to live. Our research indicates that Timaru's large 'Empty Nester' population, aged 50-64 years old, show a high level of readiness to move to the town centre and are prime candidates to target with quality urban development. Alongside this, 'Young People' (18-29 years old), and even 'Retirees' (65+), are demographics that also could help kick start urban living within Timaru centre.

Lower numbers indicate initial priorities for short term urban residential development to target. In the long term we advocate for an urban living experience that caters for all stages of life.

- 1 YOUNG PEOPLE
- 2 RETIREES
- 3 OLDER FAMILIES
- 4 YOUNG FAMILIES
- 1 EMPTY NESTERS

MOVEMENT NETWORK

This chapter explores the transformative potential of streetscape upgrades in revitalising CityTown. Simplifying and rationalising how people and vehicles move to and through our networks can create playful streets that unlock more lively, inclusive urban spaces for all, and support business activity through increased footfall.

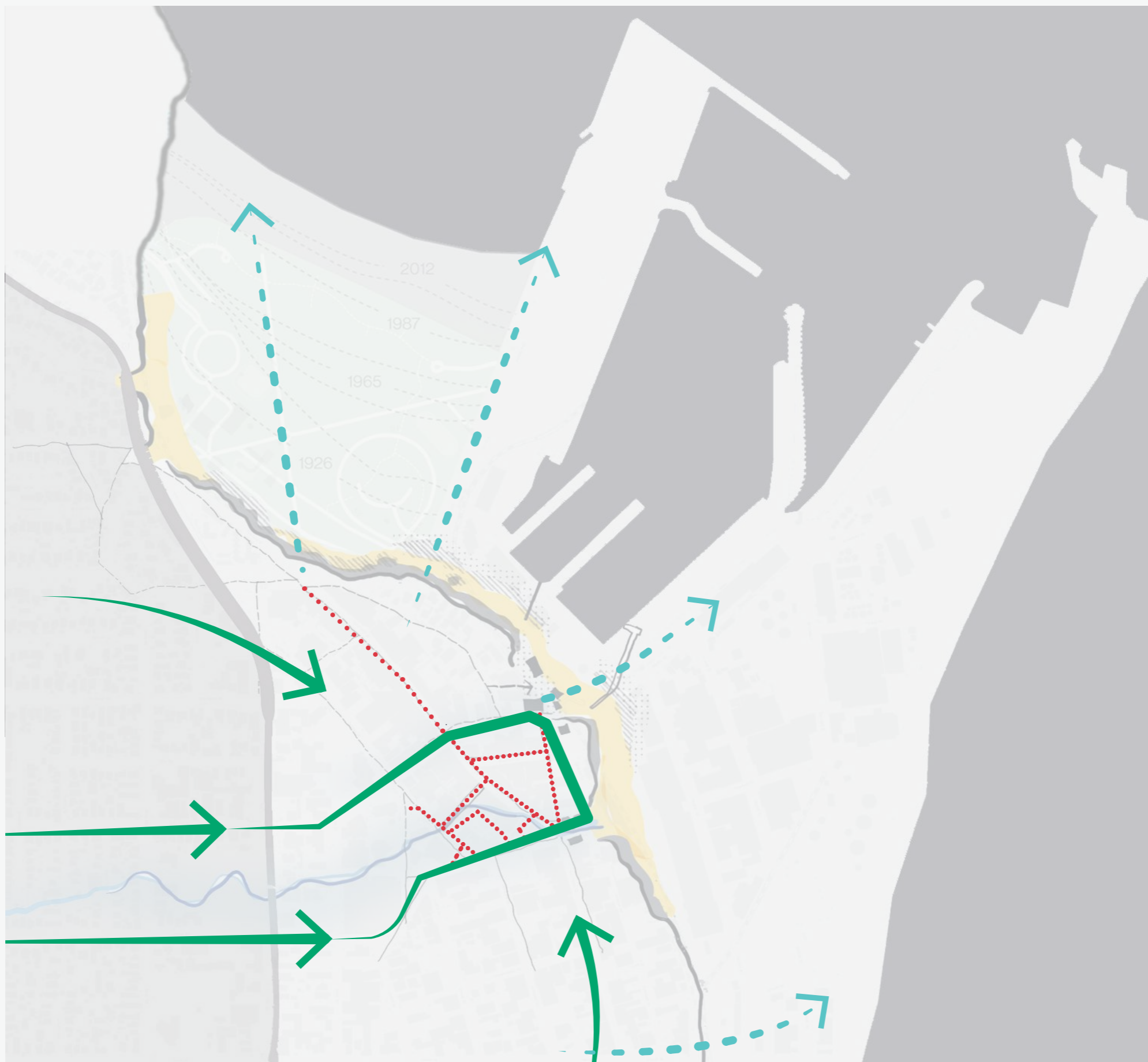


4.1 OUR PLACE, OUR NETWORK

Despite the town centre being walkable, Timaru currently relies heavily on cars not only to get to but also to move around the centre. This decreases foot traffic and activity in the town centre, lowers the quality of public spaces, and increases emissions, which negatively impacts the health of our people and the environment.

To foster a more sustainable and attractive centre, we need to rethink our mobility systems and infrastructure. Any changes introduced must take into account the needs of urban and rural communities, as well as our ageing and vulnerable populations.

The Masterplan seeks to draw people into the heart of Timaru by car and also along safe and enjoyable pedestrian and cycling routes. In the town centre, existing and new laneways paired with slower-speed environments will contribute to a more vibrant, accessible, and sustainable urban environment, while celebrating the area's history and narrative. These improved connections will reconnect the heart of Timaru to its unique sheltered harbor, honoring its history as a landing place, and celebrating its identity as a contemporary seaside town centre.



Legend.

	Valleys
	Historical Stream
	Original Shoreline (1887)
	Terraces/Cliff Edge
	Historical Sandy Beach
	Accessing the Town centre
	Moving through the Town centre
	Connecting the town centre and water's edge

4.2 PROPOSED STREET EXPERIENCES

This matrix uses illustrative examples (indicative only) to describe what people will experience in each street compared to the other streets. It is a descriptive 'snapshot' of how different types of streets work together as a network to reinforce the core of Timaru. These street types are mapped across the town centre area on the following page. All street types make provision for a range of transport modes, balancing continued vehicle access and parking requirements with better provision for safe, convenient, accessible and attractive links for people on foot or cycling.

When reviewing the streetscape experiences described to the right, each description highlights the unique characteristics. However, as a baseline, all street types must deliver the appropriate level of service.

At a minimum, streetscapes will need to cater for public transport and service vehicles, meeting minimum safety standards, and adequate parking provisions. In some cases time restrictions may apply for pick up/drop off and loading zones. Emergency vehicle provision also applies to all streets.

Finally, this network approach will be reviewed by a transportation specialist when each streetscape upgrade

Look & Feel of Street Types



Function.

Greenway
Shared path and passive recreation to move around the core alongside dedicated green space

Main Street: Mixed-use
Slow vehicle speed area that enables safe movement between cultural destinations.

Main Street: Retail
Slow vehicle speed that supports 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 and reduced speed environment to create a more enjoyable connection between City and Sea.

Circulation/Parking.

I can drive in **both directions**, parallel park on one side for a limited time, there is **priority mobility parking and pick up/Drop off zones**. Service vehicles can access at limited times.

I can drive in **both directions**, parallel park on one side for a limited time, there is **priority mobility parking and pick up/Drop off zones**. Service vehicles can access at limited times.

I can drive in **one direction northbound**, parallel park on one side for a limited time, there is **priority mobility parking and pick up/Drop off zones**. Service vehicles can access at limited times.

I can drive in **both directions**, parallel park on one side for a limited time, there is **priority mobility parking and pick up/Drop off zones**. Service vehicles can access at limited times.

I can drive in **one direction northbound**, parallel park on one side for a limited time, there is **priority mobility parking and pick up/Drop off zones**. Service vehicles can access at limited times.

I can drive in **both directions at a slower speed**, conscious that pedestrians and cyclists also using this road. **No on-street parking but clear directions to nearby off-street carparks**.

Identity.

I recognise this as **the social heart** of the city, where I am welcome to walk, shop, sit and congregate in sheltered places.

Heritage street facades are interesting and intact. Planting and rain gardens reveal connections to local stories.

This is a **contemporary retail street**, with street furniture and a planting identity carried throughout.

This street reflects the social culture of Timaru and its people. It is a **great place for visitors** to come and spend time in.

I get a sense of **civic pride, innovation and creativity** here, seeing key destinations relating directly with the street & connecting me to other nearby destinations.

I get a sense of **the original shoreline** here, seeing artworks dotted along the shared path giving me a sense of place.

Movement.

I like to use this **shared path to walk and cycle** through the city as I feel protected from cars. It provides a nice place to pause, meet people and get around.

I want to stop and experience what the street has to offer. **I can safely cycle in the shared road corridor** and cross the street safely due to the low speed environment.

Tree planting and wide footpaths help slow traffic, making it **easier and more enjoyable to walk and cycle**.

This street continues to **operate safely after hours**. It has places to sit in the sun or shelter, congregate or amble slowly through. Cars feel more like visitors here.

I want to stay longer in this civic area because I can **easily walk or cycle, and vehicles move slowly**. Events are common and I can sit in the sun.

I use this connection more often as **I feel safe to walk and cycle** along the road and it's a shorter way into town.

Activation/Attraction.

There is always something happening here - activities, playful installations or events. **Urban play trails** make it an attractive way to move around.

There are interesting **clusters of activities at gathering nodes** including sheltered places like the Royal Arcade that is sheltered.

This is a **vibrant retail destination** supported by tree planting and wide footpaths. These enable pop-up shops and outdoor activations.

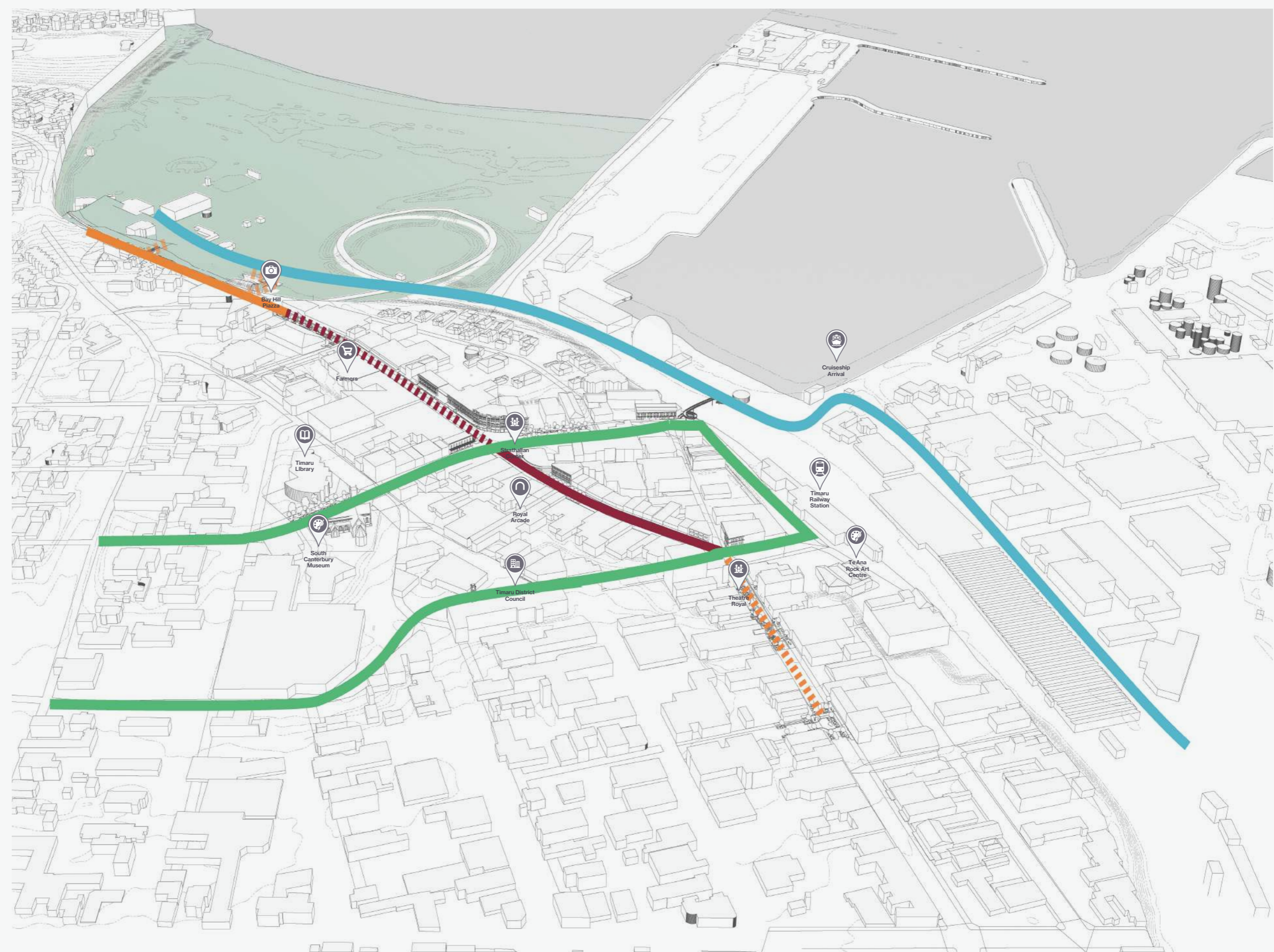
A promenade that enables lighting, **music and nightlife activities**, street closure events.

There is always something happening with **new civic attractions, installations and events, music, theatre and community arts**.

This becomes the main connection between City & Sea. Used by cruise ship passengers it **encourages more exploration between both**.

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.



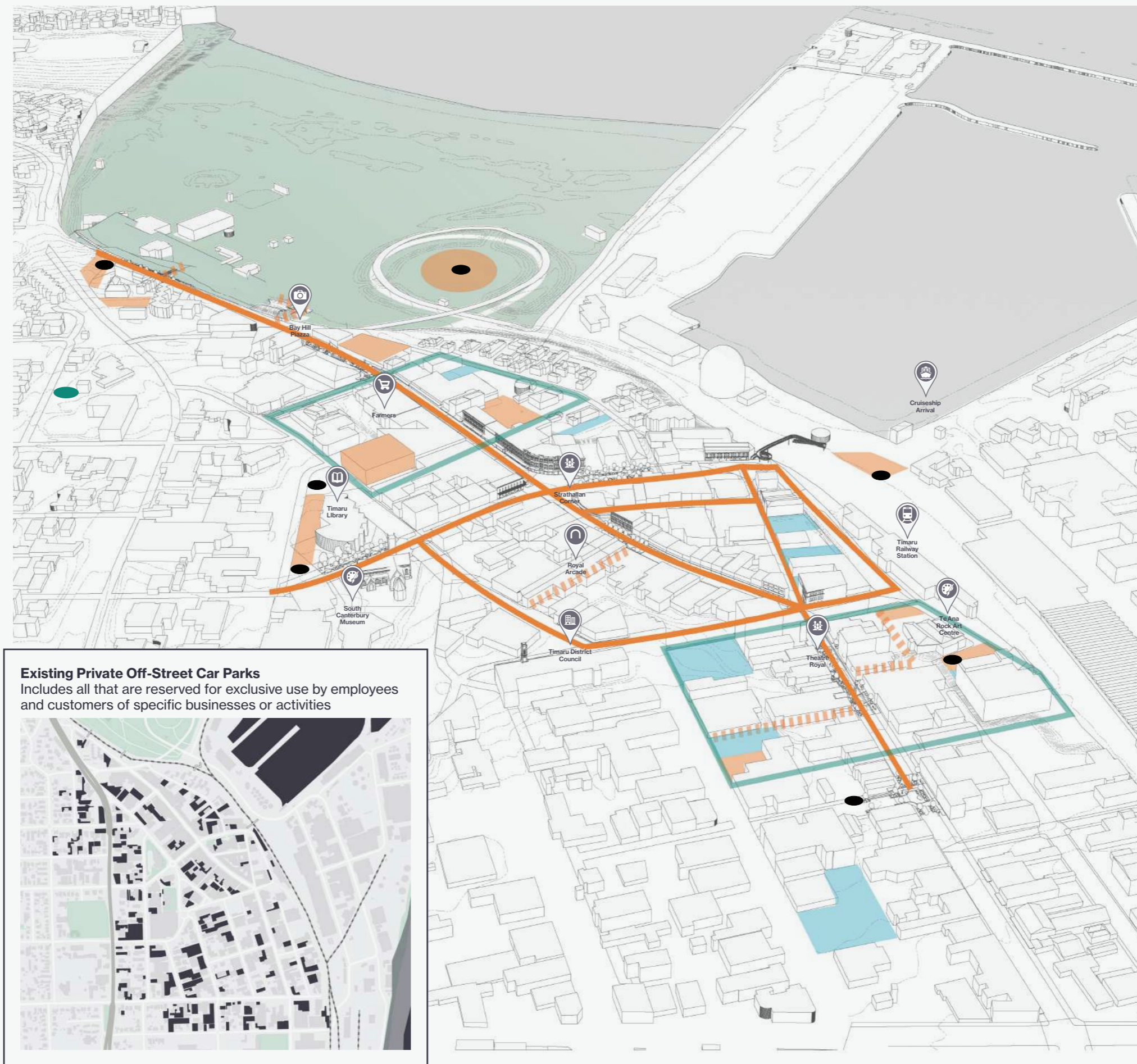
4.3 SPATIAL PARKING PLAN

An appropriate Parking Strategy will ensure that a good balance is struck between easy vehicle access for those who need it, enjoyment of public space for recreation and leisure, and the availability of nearby parking for those able to walk.

Case studies indicate that target parking occupancy of 85% is optimal to achieve this result. This strategy must also continue to provide:

- Easy access to car parking in convenient locations
- Short stay on-street parking
- Mobility and service parking in convenient locations
- Pick up/Drop off points on-street
- Priority for mobility parking/short stay drop-off, loading and servicing (within restricted hours), and emergency access for streets within the urban core

This will support increased



Existing Private Off-Street Car Parks

Includes all that are reserved for exclusive use by employees and customers of specific businesses or activities



	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
	LOVED TIMARU Bi-cultural identity Natural & built heritage Pride & belonging
	MOBILE TIMARU Reduce car dominance Public transport Cycling & micro-mobility
	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Legend.

- Preferred area for a new carparking building or upgrade of existing sites and off-street carparking
- Pedestrian Priority Streets
- Pedestrian Only
- Existing Public & Free Off-Street Parking
- Existing Leased Private Off-Street car parks, which includes parking that has been leased to specific lessees and is restricted
- Existing Public EV Charging points
- Possible future privately funded and driven EV Charging Points + ride & share locations that would support the Town Centre

4.4 PARKING MANAGEMENT APPROACHES

The Masterplan does not propose a net reduction in parking but rather a phased approach to optimise the existing spaces we have. This requires smart parking solutions, and ensuring that any changes are gradually introduced to allow for adaptation and response to demand over time.

What we know about parking in Timaru

Anecdotal data and workshop feedback has indicated that finding a park on Stafford St at certain times of day such as lunchtimes, or during busy times of the year, such as Christmas and Carnival is challenging. Quantitative data from a study conducted in 2021 by Abley indicated that of the 1,467 on-street carparks available across the town centre, certain areas (Stafford Street & a portion of Church Street) do experience higher demand (averaging 83% utilised) for parking at peak hours on weekdays, while the remaining on-street and 3,201 off-street carparks are underutilised with an average occupancy of 67%.

Both average percentages qualify as underutilised compared to the suggested target of 85% occupancy in high-demand areas according to National Parking Management Guidance issued by Waka Kotahi NZ Transport Agency in 2021. This is in line with international best practice to ensure that one car park is available on an average block to reduce the amount of circulating traffic looking for a space.

How people currently move around within the town centre

Similar to accessing the centre, 64% of self-reported movement within the centre is made with private vehicles¹. It is likely higher if delivery and service vehicles were included in this count.

The high car dependency is likely due in part to the over-extended nature of the centre – stretching 1km from North St to Bay Hill Piazza. Blocks longer than 100m and the soft slope of Stafford Street are considered by locals to reduce

walkability for those with mobility impairments. The inconsistent level of activity along Stafford St also creates discontinuity of experience and interest, and the limited quality of pedestrian environments (including narrow and slippery footpaths) contribute to a less than optimum walking experience for locals and visitors. Perception of a lack of safety, especially at night, also deters people from moving around on foot.

Why change anything?

Parking is essentially a means to an end, and exists to support access to destinations that are important to our residents and visitors. The provision of parking also influences wider social, economic and environmental outcomes including accessibility, efficiency, and overall quality of life in our city. Any changes to parking must occur in parallel with public transport improvements, land use planning measures, shared mobility, and behaviour change initiatives. Higher quality urban environments can then attract more visitors and future residents to support future development.

What will change?

Instead of a net reduction in parking, a phased approach would optimise existing carparking spaces and allow adaptation in response to demand. Initially there would be minimal changes to existing parking availability, with future phases incorporating adjustments based on feedback and data. The next pages outline some strategies Council could consider when developing their future Parking Strategy and Parking Management Plan for the centre.

How will you know it works?

Learning from the case studies and having a robust monitoring and feedback system in place to track the impact of any changes would allow timely adjustments and issues to be resolved. Below are some of the recommended data sets that would be good to monitor over time. The variety of data is essential to paint a holistic picture of the impact of these changes.

1. Parking Occupancy
2. Duration of Parking Stays
3. Parking Violations
4. Congestion levels
5. Eftpos Spend
6. Retail Vacancy Rates
7. Air quality & carbon emissions
8. Public Transport Ridership #
9. Number of Visitors to Timaru
10. User Demographics

Supporting Research

There is a growing body of overseas evidence for the costs and benefits of parking reallocation approaches. However, in New Zealand there is limited local evidence in a range of contexts that planners can draw upon when engaging with project stakeholders. However, below are a few case studies of approaches that have been successful.



Fort Street Shared Street Auckland

Fort Street showcases how shared streets can turn a district into a destination, increasing visitors for shopping and other activities. It is one of several new shared spaces implemented in Auckland's CBD in recent years to enhance pedestrian connectivity and provide a high-quality public realm. The transformation of Fort Street into a shared street resulted in a 54% increase in pedestrian volumes and a 47% increase in consumer spending.



Heart of the City project Sheffield, UK

In the early 1990s, Sheffield's town centre faced economic decline due to the downturn in local industries and the opening of a new shopping centre on the town's fringe. In response, the city launched the Heart of the City project in 2004, which included streetscape improvements like narrowing carriageways and rationalising parking to boost pedestrian activity. This initiative led to a 35% increase in foot traffic and an estimated net increase in spending of £4.2 million.



Public Transport Uptake Queenstown Lakes

In late 2017, the District and Regional Council increased parking fees, reduced non-priced parking spaces, and removed discounted long-term commuter parking, coordinating these changes with a new frequent bus network and a subsidized \$2.00 flat fare. Since implementation, bus ridership and parking revenue have increased, while parking occupancy rates dropped by 17% between 2017 and 2019. By June 2019, bus patronage had increased by 64% compared to 2017/2018.



Pedestrian Retail Street Wharf Street Tauranga

Data from Marketview, supplied by economic development agency Priority One, showed retail spending at cafes, restaurants, bars and takeaways in the CBD was \$23.9m for the first six months of 2021. With six months of the year still to be accounted for, the spend looks set to eclipse the previous record spend of \$22,796,370 in 2016. The 17 street carparks were removed over a 5 year period. Demand was monitored and it was found that these carparks were not needed.



One-Ways & Traffic Calming Mangawhai Heads, Kaipara

Kaipara District Council implemented a summer trial of traffic and parking management in Mangawhai Heads, making the main street one-way, introducing a 60-minute parking limit, and creating additional off-street parking with wayfinding signage. Businesses received four parking permits for off-street parking behind the shops to ensure on-street parking availability for the public/customers. The changes saw strong approval from community and led to proposed further interventions, including a pedestrian zone in the shopping centre. Bike parking was also installed on the main street to encourage people to cycle rather than drive to the shops.



Retail Partnerships & Incentives Utrecht & Rotterdam

Local government and private companies collaborated to provide free public transport passes to employees, combined with a private shuttle bus to connect transit stops with workplaces. This programme, promoted through a marketing and communication plan, was found to have achieved a 37% reduction in the share of commuters traveling into the town centre by car. While a large medical centre in the Dutch port city of Rotterdam achieved a 20-25% reduction in employee car commutes through a scheme that charged employees to park outside their offices, while also offering them the chance to "cash out" their parking spaces and use public transport instead.

Key Objectives and Approaches

The following objectives (1-4) are underpinned by parking management approaches that could be endorsed as part of the Masterplan and carried forward to inform the development of Council's Parking Strategy and Parking Management Plan.

#1 Enhance Traffic Flow and Operational Efficiency

Service vehicles play a critical role in ensuring businesses can operate in Timaru. It is key that we continue to meet the needs of delivery, maintenance, and emergency vehicles.



Flexible Loading Zones

Implement adaptable loading zones and time-restricted parking to optimise space usage during peak and off-peak hours, ensuring efficient service delivery without disrupting traffic flow. This can be paired with dedicated spaces, times and permits for service, maintenance, and delivery vehicles to access local businesses.



Shared Parking Arrangements

Promote shared parking arrangements where multiple users (e.g. businesses, residents, visitors) can use the same parking spaces at different times of the day. This will help optimise use and manage demand.

#2 Support Local Businesses

Supporting local businesses is crucial for the economic vitality and vibrancy of our high streets. Ensuring that more people can access businesses and services easily throughout the day directly contributes to their success. Key factors include creating quality urban environments, enhancing transport options, and providing practical parking solutions.



Retail Partnerships & Incentives

Partner with local businesses to provide parking validation or discounts for customers, incentivising visits to shops and restaurants. Offer employees a cash incentive to not use parking spaces, encouraging alternative modes of transportation like public transit, biking, or walking.



Demand Responsive Pricing

Implementing a dynamic pricing model that adjusts rates based on real-time demand helps to optimise the use of parking spaces. During peak times, higher rates can manage demand and ensure availability, while lower rates during off-peak times can attract more visitors to the area. But first proceed with upgrade to new technology planned year 2-4 in the LTP.



Parking Buildings or Off-street Parking Lots in Strategic Locations

Develop or enhance existing multi-level parking buildings in strategic locations that make it easier for customers to visit multiple local businesses in one trip. These should be within a reasonable walking distance of key areas and should work in synergy with the Strategic Framework Key Moves. They can be public/private partnership, council assets or private development carparks. This provides an opportunity to look at better efficiency of valuable land within the town centre.

#3 Improve Accessibility & Meet Demographic Needs

Timaru's overextended high street and challenging topography means certain users rely on nearby parking to access the places they need to get to. This approach aims to ensure that those requiring parking can access it easily, safely, and efficiently.



Designated Parking Spaces

Ensure designated parking spaces for those with accessibility needs including subsidies and permits for elderly (80+), assisted access (e.g. wheelchair) and young families (prams) located near key facilities and civic spaces/functions. Ensure there is a sufficient number of these dotted across the town centre and that the process to obtain a relevant permit is well known/understood.



Safer Parking Layouts

Parallel parking and pull-through parking layouts are often considered more accessible for drivers with mobility challenges, as they typically require less maneuvering and provide better visibility when entering and exiting spaces. They also support a more pedestrian-friendly environment.



Improved Public Transit & Infrastructure

Greater coverage, frequency, price point and kerbside drop-off points ensures more users can conveniently access diverse destinations while promoting sustainable and equitable transportation solutions. High quality and highly visible pick up and drop off points in the town centre attract and encourage uptake.

#4 Make Change Seamless

Change should be facilitated by initiatives that prioritise convenience and comprehensive support. A holistic approach must be considered when making modifications to ensure their effectiveness. Strong communication tools and strategies are vital to ensure seamless changes and integration.



Intuitive Wayfinding

Enhancing signage and digital mapping to guide users effectively through urban areas to find a park close to their destination is essential.



User-friendly Technology

Utilising mobile technology to offer flexibility in parking times, charges and the ability to extend duration for unplanned delays (e.g. Pay My Park).



Clear Communication & Feedback

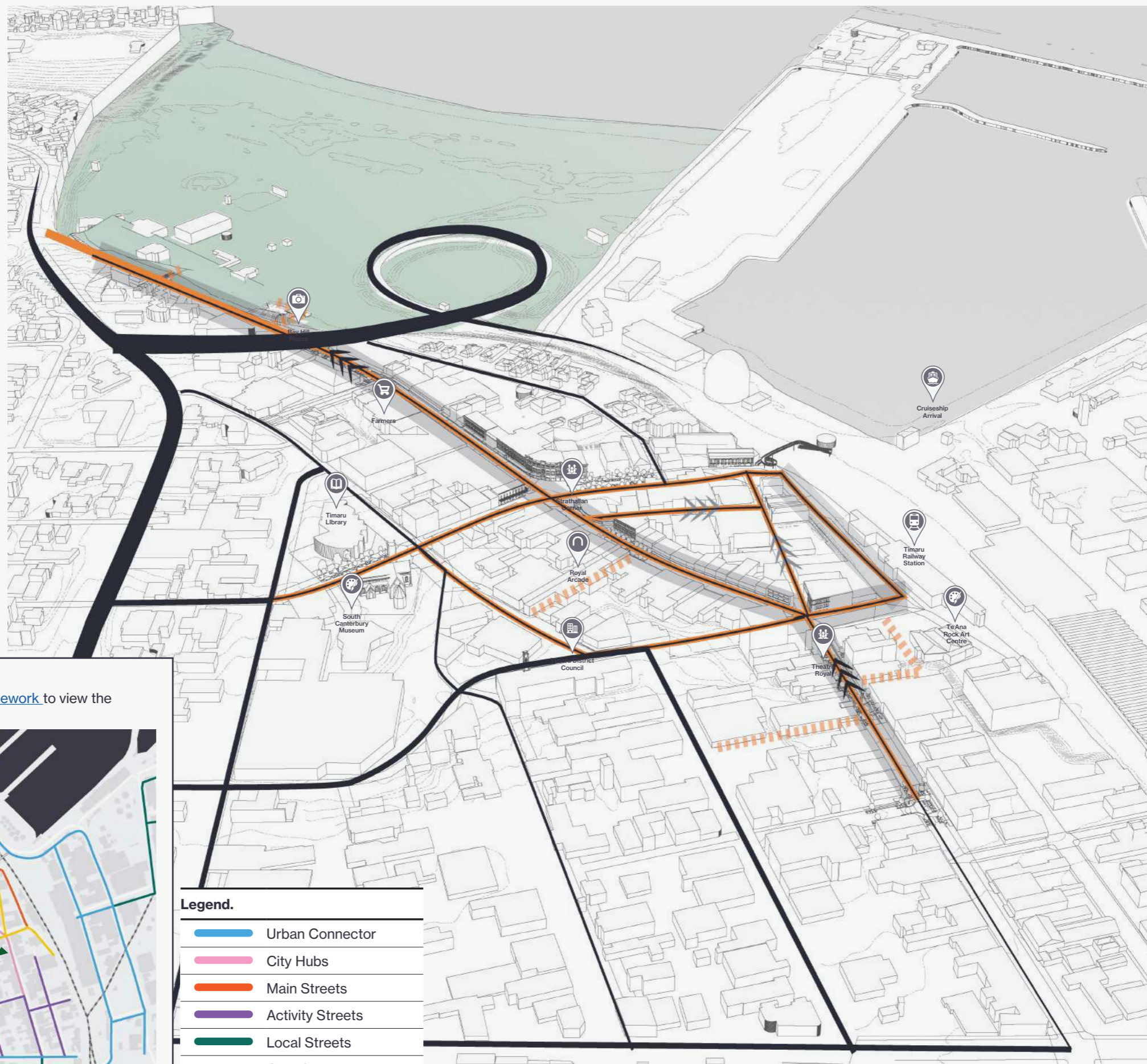
Utilising digital platforms (social media etc) and traditional methods (flyers etc) to provide timely and accessible information regarding parking changes is instrumental to a positive uptake. Having a robust monitoring and feedback system in place to track the impact of any changes would allow adjustments and issues to be resolved quickly. It gives users confidence that their needs are considered.

4.5 VEHICLE MOVEMENTS

Street Hierarchy
Street vehicle hierarchy plays a crucial role in defining areas that need to prioritise pedestrians versus those that enable car movements. Guided by NZTA's One Network Framework (ONF), this hierarchy ensures that streets support clear purposes in mind, balancing the needs of all users.

In pedestrian-priority areas, traffic calming measures and enhanced walkways are implemented to create safe and accessible spaces. Conversely, in zones designated for vehicle movement, efficient traffic flow is maintained through strategic planning and infrastructure that supports smoother car travel while still considering pedestrian safety.

ONF Proposed Network
Refer to the [NZTA One Network Framework](#) to view the proposed typology of each street.



Legend.

- Urban Connector
- City Hubs
- Main Streets
- Activity Streets
- Local Streets
- Civic Spaces

Refer to the [NZTA One Network Framework](#) to view the proposed details of these typologies.

	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
	LOVED TIMARU Bi-cultural identity Natural & built heritage Pride & belonging
	MOBILE TIMARU Reduce car dominance Public transport Cycling & micro-mobility
	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Legend.

- Pedestrian Priority Streets
- Pedestrian Only
- Street Vehicle Hierarchy
- One Way (Vehicles) - Existing
- One Way (Vehicles) - Proposed
- Slow Street (30km/h) Shared Lane

One-Ways

One-way streets are already a familiar feature in Timaru, with existing examples on Cains Terrace and Beswick Street. These streets have demonstrated how one-way systems can enhance traffic flow, reduce congestion, noise and create a safer environment for pedestrians. By channeling traffic in a single direction, one-way streets help to minimise the likelihood of accidents, provide more space for sidewalks, and allow for smoother, more predictable vehicle movements.

One-way streets also serve as effective gateways into the city, enhancing the flow of incoming traffic, and making the transition into the city seamless and welcoming.

North Stafford One-Way Benefits:

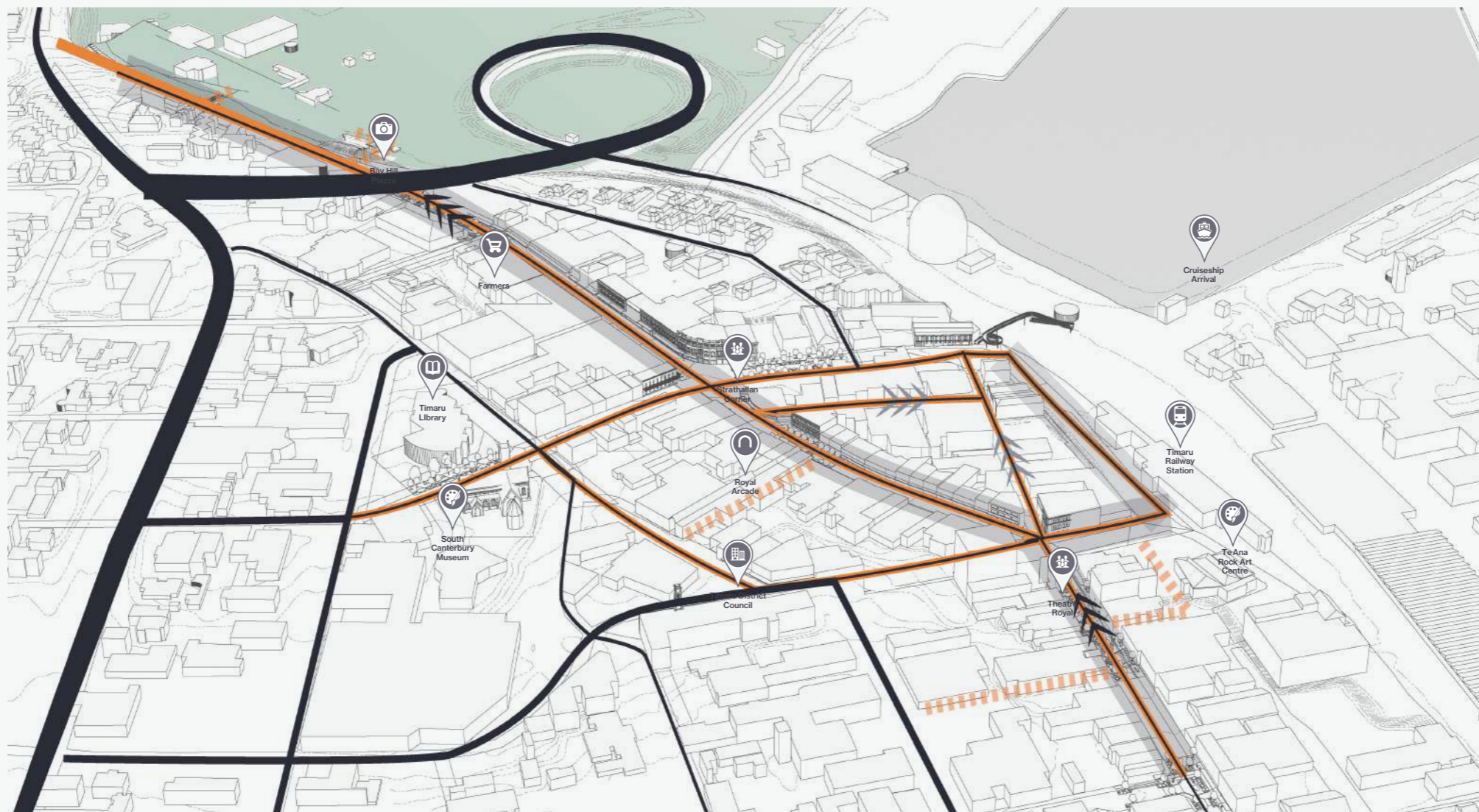
- Improves the Bay Hill intersection, enabling a strong pedestrian crossing point to the Piazza
- Allows additional businesses, such as hospitality, to take advantage of the views across to Caroline Bay
- Enhances pedestrian and cycling experience
- Establishes a strong gateway for alternative transport users (not for vehicle users) to encourage access to the city
- Reduces the need to maintain all roads to the same vehicle loading standards or for heavy vehicles (buses and logistics)

Trade-offs:

- No direct vehicle access down Stafford Street from Bay Hill or Sefton Street.
- Additional traffic may be routed onto Port Loop Road and Sefton Street .

Mitigations:

- Wayfinding signage along Theodosia Street to direct traffic into the central carparking on Sophia & Bank Street
- A specific transport plan is required to ensure no adverse traffic outcomes develop
- Extensive parking is available on adjacent streets, both on and off street, which could be increased to ensure no net loss of parking opportunities within the local area. This will need to be resolved as part of transport specialist inputs at the appropriate time
- When this portion of street comes up for renewal and upgrade, detailed traffic / transport network modelling



Supporting Research/Case Studies



Esk & Don Streets, Invercargill

The Invercargill City Council has begun staged implementation of its town centre masterplan to rejuvenate the city by increasing footfall to struggling businesses, reducing reliance on private vehicles, improving environmental health, and celebrating the unique character of the town centre. As part of this initiative, the first city block of Esk and Don Streets have been transformed into shared one-way streets. These streets now feature generous greenspaces that incorporate water treatment systems, support local ecologies, and showcase seasonal colours and play areas. The inclusion of fixed and movable furniture has created versatile spaces that accommodate everyone – from solo buskers to large community markets and festivals. Adjacent offstreet parking building as part of the ICL public-private partnership has enabled a reduction in on street parking for these two ‘city heart’ civic streets. Anecdotal feedback has been overwhelmingly positive, with local businesses noting a significant boost in vibrancy and foot traffic.



Elizabeth Street, Tauranga

In the heart of Tauranga, Elizabeth Street has undergone a dramatic transformation. Once dominated by a thirty-meter-wide carriageway for vehicle movement and angle parking, it has been reimaged into a dynamic public space that caters to its retail and mixed housing edges while still accommodating public transport and private vehicles. The carriageway has been reduced to create more room for pedestrians and nature, with vehicles and cyclists now sharing the space safely. Additionally, intersections and pedestrian lighting have been upgraded to enhance safety. This transformation was meticulously designed and consulted upon to support the area’s social, cultural, retail, and commercial environments.

[Check out another example in Taupō](#)

Legend.

- Pedestrian Priority Streets
- ▨ Pedestrian Only
- ▬ Street Vehicle Hierarchy
- One Way (Vehicles) - Existing
- One Way (Vehicles) - Proposed
- Slow Street (30km/h) Shared Lane

South Stafford One-Way Benefits:

- Aligns with TDHL land ownership, enabling proposed developments to integrate with the streetscape, maximising land desirability.
- Creates a gateway from the south into the city, providing a clear transition from a light industrial/commercial area or future urban living environment into the cultural and retail core of the centre.
- When combined with a one-way section on North Stafford, it establishes clear vehicle transport movement within centre.
- Pedestrian linkages / laneways between Heritage Place and South Stafford encourage use of alternative parking and mutual benefits of hospitality and entertainment, and continuous amenity for new residents accessing the continuous amenity of greenways and the waterfront.
- Opportunity for time-limited access/closures for events & occasions
- Capitalises on the proposed investment in the new Theatre Royal, enhancing accessibility and signaling significant change within the area.

Trade-offs:

- Barnard and Latter Streets may see increased traffic volume for vehicles moving north to south through the centre
- Streetscape design will need to integrate confirmed adjacent activities, development and pedestrian movements
- Parking to individual private premises will be restricted for vehicles entering from the north

Mitigations:

- The short block depths and lengths within the centre requires minimal short diversions
- The one-way section design should be developed in conjunction with the proposed Theatre Royal and TDHL land to ensure alignment with any significant Council investments in the area
- Clear wayfinding for vehicle movement and

4.6 INTER-REGIONAL & PUBLIC TRANSPORT PLAN

Currently public transport and inter-regional service movements are varied and dictated by the operator or driver. Defining preferred routes for these larger vehicles will help minimise congestion and help create safer and more people-friendly streetscapes.

MyWay - Shared Transport options/ initiatives

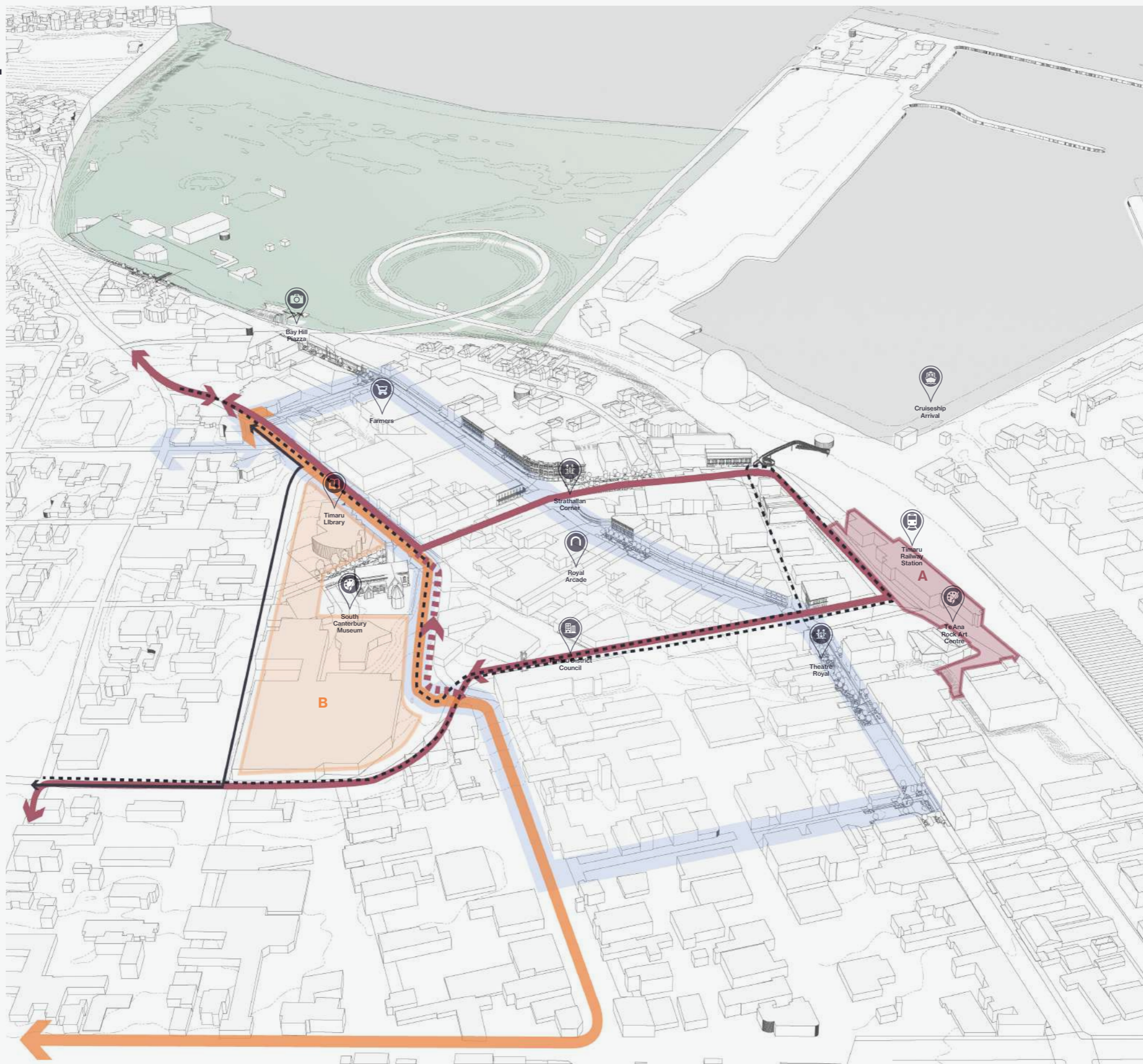
In the longer term, continue to encourage ECan-run initiatives such as MyWay (with more accessible drop off points throughout the centre) that helps connect the community of Timaru with the town centre. A priority route through would support access to key locations, especially along Stafford Street. The priority loop would also connect up the key Civic & Cultural destinations.

InterCity Buses & Cruise ship Shuttles

Large coaches circulating through key civic routes and spaces limits the potential for future streetscape upgrades, and a people friendly town square. When present, large vehicles also disrupt movement and activities, therefore it is preferred to prioritise people and smaller vehicles in and around Heritage Place and alongside the coastal connection.

The current drop off location is at the former railway station, and there is a benefit to businesses (e.g. Te Ana and the Info Centre) with visitors spending stopover time around Heritage Place. This should be retained in the interim however, a new dedicated route for regional bus services to access Station St via George St and Cains Terrace is advised. In addition, larger cruise ship shuttles should use these same streets.

In the future, there may be appetite for a new transport hub (In the Orange Area B zone) which would move this same traffic to the Western edge of the city which also offers appropriate retail and hospitality provision while being adjacent to the information and civic /support services provided by the Timaru Library, also passing alongside the South Canterbury Museum, another tourist destination.



	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
	LOVED TIMARU Bi-cultural identity Natural & built heritage Pride & belonging
	MOBILE TIMARU Reduce car dominance Public transport Cycling & micro-mobility
	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Legend.

- Inter-Regional Buses - Current most used route
- Existing Transport Hub area to be retained in the interim and possibly upgraded if the Passenger Rail restarts
- Inter-Regional Buses - Interim Improved Dedicated Route that accommodates North & Southbound
- Possible future location for the Transport Hub servicing Inter-Regional transport without restart of the Passenger Rail
- Inter-Regional Buses - Long Term Opt A
- Inter-Regional Buses - Long Term Opt B
- MyWay Priority Streets

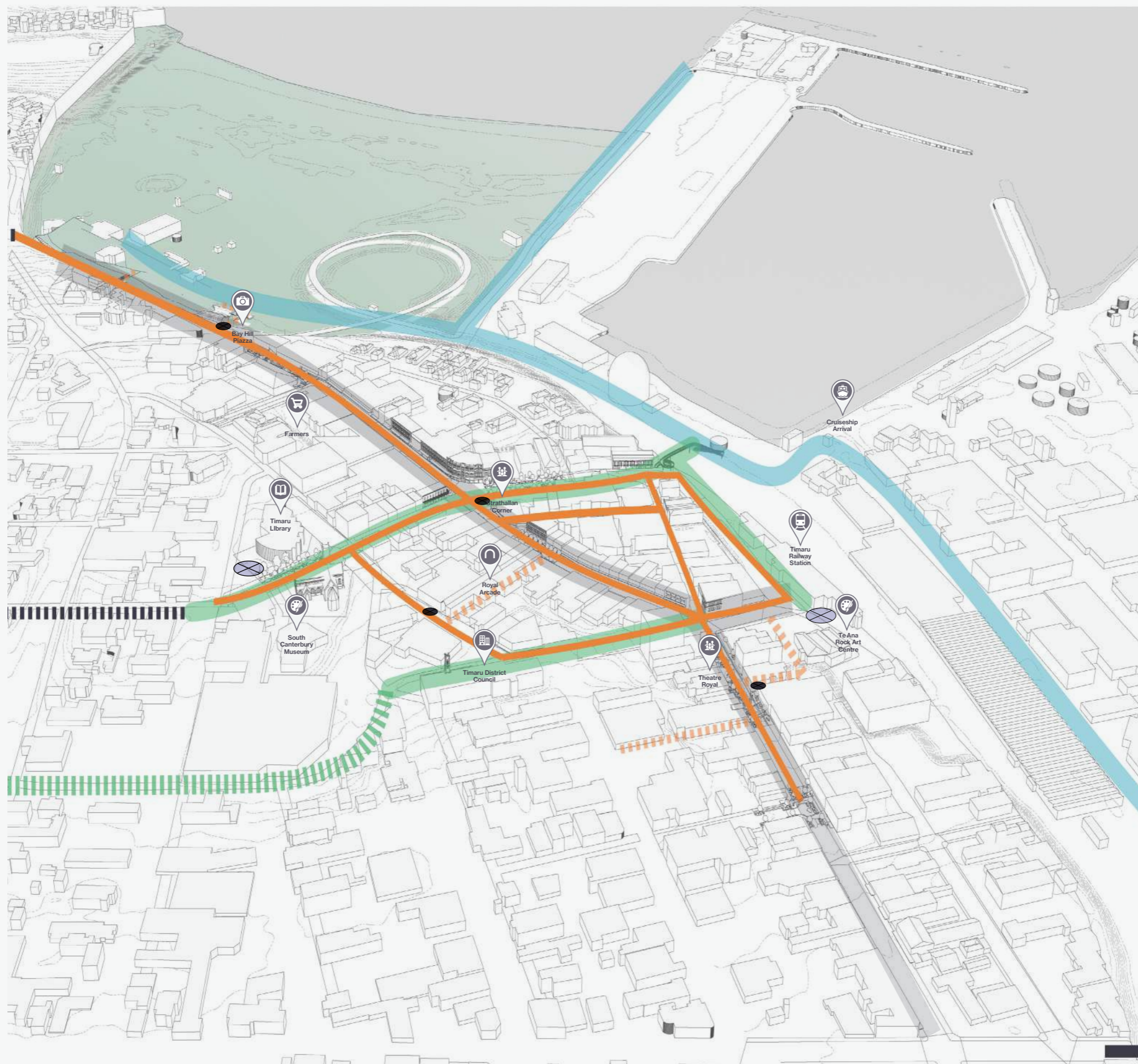
4.7 WALKING & CYCLING PLAN

The proposed walking and cycling network connects up with Timaru's wider existing cycle network, enabling locals to cycle into the centre comfortably, safely and efficiently. Strathallan bridge acts as a catalyst to bring cyclists from Caroline Bay and coastal trails into CityTown via Port Loop Road.

Slow streets require motorists to drive no faster than 30km/h while separated on-street cycle lanes provide movement to the periphery and connect into the shared paths and slow-streets where cyclists can move safely.

Provision of 'end of trip facilities' can work to counter common reasons not to cycle. Facilities with covered cycle storage, lockers, toilets, and showers, and e-bike charging stations are proposed within the CityTown in anticipation of increasing cycle usage over time.

Along Stafford Street and most side streets shared paths prioritise pedestrians, and cyclists are encouraged to ride to the conditions or to park/lock their bike before continuing on foot.



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	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Legend.

	Pedestrian Priority Streets
	Pedestrian Only (no cars)
	Cycling & Walking Shared Path with slowed vehicle traffic at 30km/h
	Separated Cycle Lane
	Existing Separated Cycle Lane
	Coastal trail connections (walk and cycle)
	Slow Street (30km/h) Shared Lane
	North street proposed bridge/ crossing
	Lockable Bike Hub with e-charging stations
	Bike Racks

4.8 URBAN PLAY & ART/MAHI TOI* PATH

Incorporating urban play and mahi toi* into the town centre transforms it into a vibrant and inclusive space that caters to all ages and fosters community engagement.

Leveraging the existing C-PLAY anchor (an award winning locally and community inspired playground) that draws people to Caroline Bay, the shoreline mahinga kai play trail would connect this site with smaller, informal play areas in the town centre. These urban play areas, designed with diverse and dynamic activities, encourage physical activity and social interaction among children, teenagers, and adults alike. From interactive installations and climbing structures to spaces for spontaneous games and performances, these play areas are engineered to adapt and evolve, providing endless opportunities for fun and creativity. They also respond to the site, and history of place and offer opportunities for mahi toi* or art integration.

This network attracts more people to the town centre, fostering a lively, connected community. Families can enjoy the playful environments, while art enthusiasts and creators find inspiration and a platform for their talents. The result is a dynamic, ever-changing town centre that appeals to a broad audience and encourages longer, more frequent visits.

*Mahi toi: Visibility of Māori expression/art

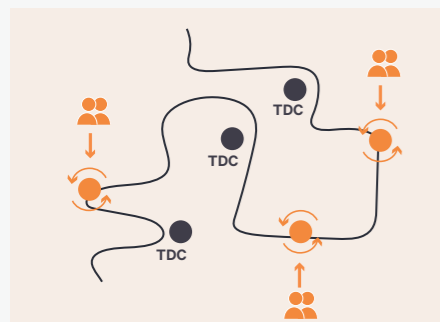


	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
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Legend.

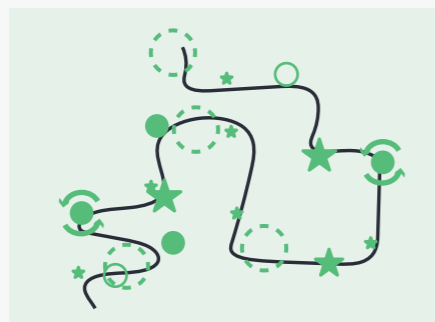
	Fixed and dedicated playspace
	Playful elements integrated with streetscape design
	Informal play elements relating to the views
	Temporary play elements that operate on rotation & are activated/owned by community
	Informal/Sculptural play elements telling the story of place and where Mahi Toi could be appropriately integrated

Key principles



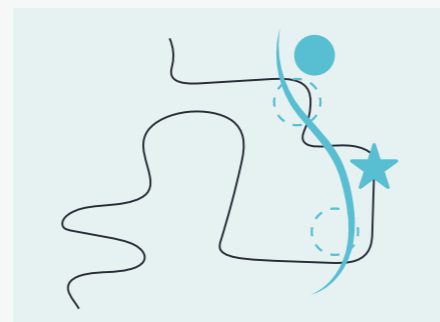
Council & Community Driven
This will be a collaborative effort, between local council and the community, fostering a sense of shared responsibility and pride in the play trail.

- Council to ensure safe connections between various play sites and good sightlines from the street and seating around play area
- Allow more temporary sites to be programmed and owned by local businesses in close proximity
- Hold regular workshops and meetings where community members can contribute ideas and feedback for the play trail.



Diverse & Ever-changing Play
The play trail will offer a diverse range of activities and equipment that evolve over time, ensuring children and families always find something new and exciting to explore.

- Balance of informal play & play along the way with formal dedicated play spaces
- Ensure flexible play elements that can change throughout the year and align with various year round events
- Consider play for different personality types and ages



Celebrate History of Place
The design and elements of the play trail will reflect the unique history, landscape and culture of the town, creating an engaging narrative that connects users with the story of Timaru.

- Integrate the story of place in permanent play elements
- Place informational plaques and storyboards throughout the trail that share interesting facts and stories about the town's history and culture.
- Commission local artists to create sculptures, murals, or installations that depict aspects of the town's heritage.

Benchmarking of similar scale



Whanganui Play Trail

This play trail is a community-led initiative that rejuvenates urban spaces with diverse, interactive play elements. From imaginative playgrounds to sensory installations, the trail invites residents of all ages to engage in active play and social interaction. Developed in collaboration with local stakeholders, it revitalises public areas, fosters community connections, and promotes physical activity. It exemplifies the transformative impact of community engagement and creative urban design in enhancing the livability and vibrancy of cities.



Invercargill Playful Streets

Esk Street was designed to become the social heart of the city where there's always something happening. It was designed to be playful and playable, with seating that faces the sun and looks over a built play "trail" of obstacles, gardens and design features for climbing and enjoying. The street can host big and small events, with a range of configurations to suit what's on. This light touch play highlights the success of integrated play in furniture.

Play Principles and Considerations



Integrate Art

Incorporate local artwork along the trail to enhance visual appeal and cultural engagement, making the experience more enriching and community-focused.



Small & Familiar

Include classic, easy-to-understand games that promote social interaction and nostalgia, making the trail accessible and enjoyable for all ages.



All Sensory Experiences

Design features that stimulate all five senses, ensuring the trail offers a holistic, immersive experience that captivates visitors of all ages.



Digitally Enhanced

Utilise apps and digital guides to provide interactive maps, educational content, and real-time updates, enhancing visitor engagement and navigation.



Temporary installations

Introduce temporary installations to keep the trail dynamic and fresh, encouraging repeat visits and ongoing community interest.



Intangible Play

Create activities such as Codebreakers that prompt visitors to think creatively or move uniquely, fostering mental engagement and physical activity in innovative ways.

Strategic Framework Alignment

Urban play trails attract both visitors and locals to the town centre, offering playful elements for kids and educational insights for adults about Timaru's history. They can also help celebrate and elevate Timaru's bi-cultural and increasingly multi-cultural identity. Finally, these trails can encourage walking in CityTown, reducing the perceived length of the main street with inviting places to pause. They also inspire exploration of new routes, fostering discovery of previously unnoticed connections especially to the water's edge. Ultimately, these trails encourage more people into the heart of Timaru which supports finer grain retail and adds to vibrancy.

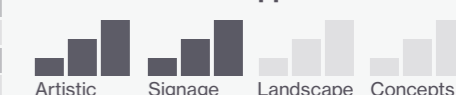
Outcomes Alignment

	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
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	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Key Moves Alignment

	COASTAL CONNECTION Get us to the water Create a complete waterfront experience
	GREEN WEAVE Address SH1 barrier Pull green into the centre to form a continuous network of open spaces
	WELCOME HOME Support finer grain retail Unlock residential opportunities Enable reuse of heritage buildings
	THE HEART WITHIN Enhance streets & open spaces Strengthen cultural & civic anchors

Cultural narrative opportunities



Urban Play Personalities

There are so many diverse ways that people like to play, and a city play trail should try to appeal to all of them. We're pretty good at considering mobility, ability and demographics when designing play elements to make sure that all types of people of a range of ages could take part. We're less good at catering for different play personalities.

First theorised by Dr Stuart Brown, founder of the National Play Institute (USA), play personalities are the dominant mode of play that people prefer to engage in. Most play spaces cater heavily to people (especially kids) who like physical play – climbing, swings, slides, with sports fields for competitive play. The play trail provides an opportunity to prioritise other modes of play and provide fun interactions for people of all ages.

Creator | Kaihanga

Creators like to bring new things into the world or preserve and appreciate things others have made. They often paint, write, sculpt, knit, garden, repair, often with high attention to detail and originality.

Try outdoor easels with a sea view, interactive installations where people can make or change patterns or some all-weather instruments.

Explorer | Kaihōpara

Explorers play through exploration whether physical (new places), emotional or mental (such as researching a new subject or other points of view). They are often unafraid to take risks and try new things.

The whole idea of a trail suits an explorer. Try including options for foraging, discovering new varieties in the rose garden or checking out some rare reference books in the back research room of the Museum.

Competitor | Kaiwhakataetae

Competitors like following rules and playing to win, analysing strengths and weaknesses and developing strategies. They are often highly motivated and tenacious.

Try hopscotch in the city, or even having some prizes for people who finish the play trail the fastest.

Trickster | Kiri Hangareka

Tricksters have a strong sense of humour and can be fiercely independent, turning norms on their heads. They often help others break free from their own limitations, think differently or find joy in the small things.

Try a 'complete the drawing' or 'write the caption' activity on the play trail map, or describe a few different characters that people could choose to 'be' whilst doing the play trail.

Collector | Kaikohi

Collectors are often both meticulous and highly imaginative. They enjoy creating or holding an interesting collection of objects or experiences, with a natural curiosity about the world.

Give collectors guidance and instructions to find eight different types of shells on the beach or spot 20 of the Edwardian buildings in the city.

Director | Kaitohu

Directors are organisers who like communicating and overseeing things and people. They are often good at problem solving and multitasking, and take pleasure in coordinating things.

If doing the play trail in a group, the Director will usually be holding the map (and already thinking about where to go for lunch). Try including some 'choose your own adventure' elements in the trail to give Directors the chance to assert themselves.

Kinesthete | Kainekeneke

Kinesthetes are dynamic and energetic people who thrive on movement. They often have a natural talent for dance, sports and other physical pursuits.

Try having a dance on the corner outside Mrs M's or making it to Patiti Point and back on the South Beach Coastal Track.

Storyteller | Kaitito Paki

Storytellers are great at seeing the world through the eyes of others and finding common ground. They're often good observers and listeners and find stories everywhere.

Try including some opportunity in the trail for people to write about their play trail experience, or what they would add to the trail. Encourage them to soak up the oldest (human) Timaru stories at Te Ana.



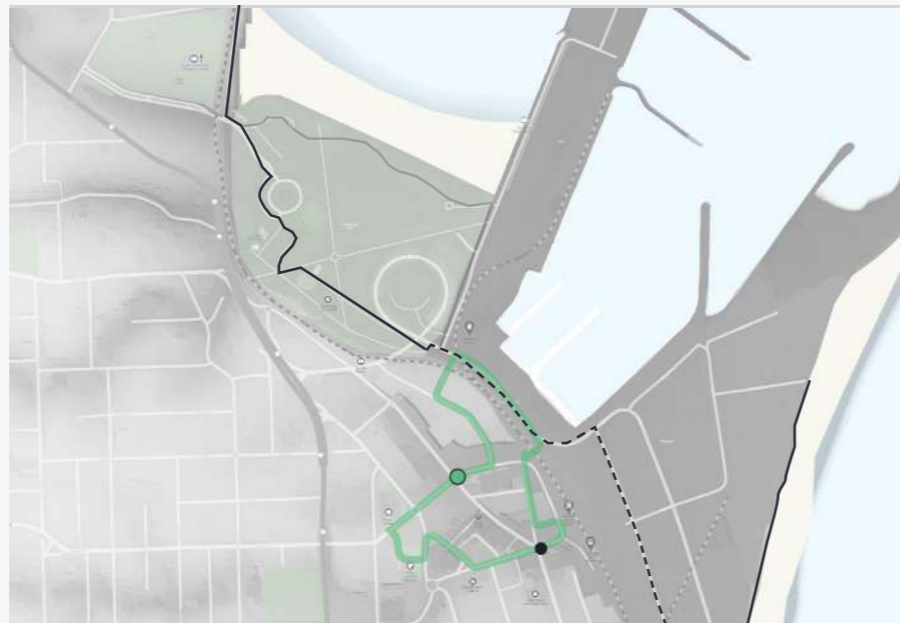
4.9 FITNESS & ACTIVE TRAILS

Harnessing the town's competitive spirit and vibrant community of adventurers, the fitness and wellbeing trails can help transform the town centre into an informal, dynamic hub for physical activity and holistic health connected to the coast and green spaces. These trails would feature a variety of natural and playful fitness challenges designed to inspire and engage everyone, from beginners to seasoned athletes. Imagine jumping up and down a log 20 times, racing to beat the record time up a flight of stairs, or balancing along a winding beam. This would support urban pioneers - exchanging a private small backyard for a shared large backyard across the town centre.

With its' unique topography, each challenge caters to different fitness levels, with trails of varying difficulty to match your personal goals and progress. Additionally, each trail integrates with digital trackers and fitness apps, allowing participants to monitor their performance, set personal records, and compete with others in the community.

The three difficulty levels of trails have been designed to start and finish in various public civic spaces. This effort aims to activate these areas and ensure greater movement throughout the town centre.

Finally the trails are activated occasionally for competitive or social events sponsored by local sports/community groups with unique challenges or by local businesses (e.g. chocolate fish races, stair climbs etc). The trails, while not physical interventions, help draw visitors in, encourage longer visits, and support the discovery of new destinations.



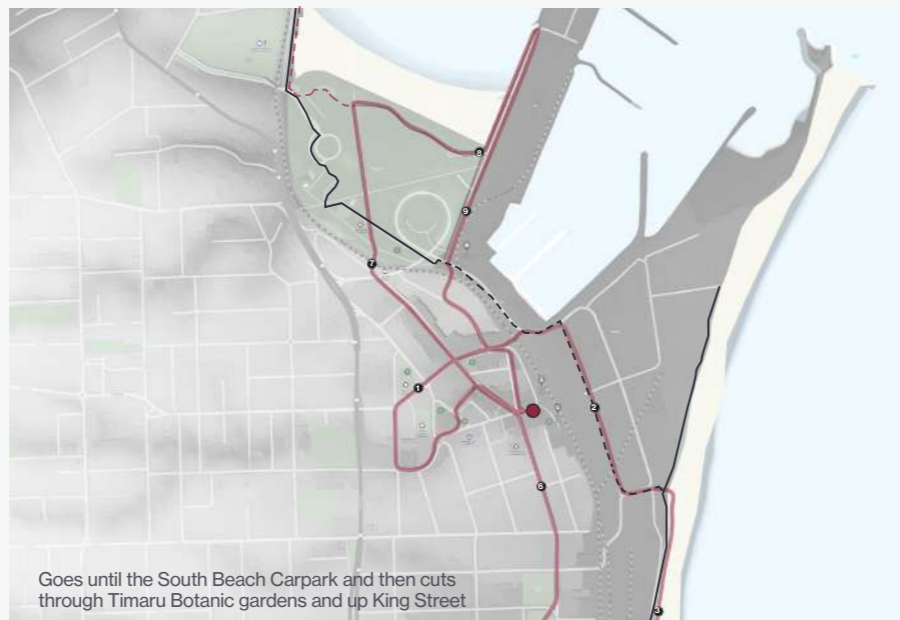
CityTown Heart Leisure Loop

- Legend.**
- 2km Loop
 - Start/End
 - Kilometer Marker
 - Hector's Coastal Track - Off Road
 - - - - Hector's Coastal Track - On Road



CityTown Valley & Cliffs Loop

- Legend.**
- 5km Loop
 - Start/End
 - Kilometer Marker
 - Hector's Coastal Track - Off Road
 - - - - Hector's Coastal Track - On Road



City to Sea Loop

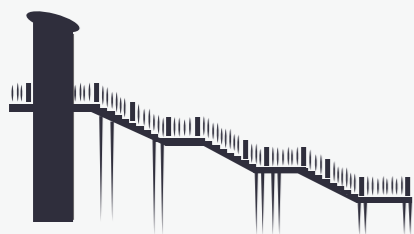
- Legend.**
- 10km+ Loop
 - ||||| Optional 4km extension on to Dashing Rocks (via Benvenue Cliff trail / Blacketts lighthouse en route)
 - Start/End
 - Kilometer Marker
 - Hector's Coastal Track - Off Road
 - - - - Hector's Coastal Track - On Road

Goes until the South Beach Carpark and then cuts through Timaru Botanic gardens and up King Street

DRAFT FOR DISCUSSION



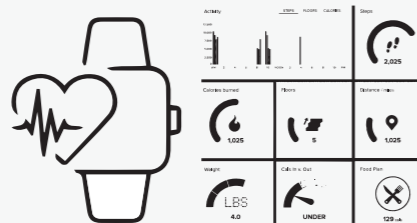
Key principles



Embrace Existing Assets

Incorporate natural elements and playful fitness challenges that engage all ages, promoting physical activity in a fun and informal way.

- Work with the existing context: Identify existing elements and assets for jumping, sprints, balance
- Design Multi-Difficulty Trails: Create trails with varying levels of difficulty to cater to beginners, intermediates, and advanced users.
- Interactive Signage: Place signs with instructions and motivational messages at various challenge points, encouraging users to participate and track their performance.



Leverage Digital Integration

Utilise technology to provide an interactive and personalised experience, encouraging users to monitor their progress.

- Sync with Fitness Apps: Integrate trail challenges with popular fitness apps and trackers to allow users to monitor their progress and set personal goals.
- Digital Leaderboards: Install digital leaderboards at key points along the trail to display top performances and motivate users to beat the records.

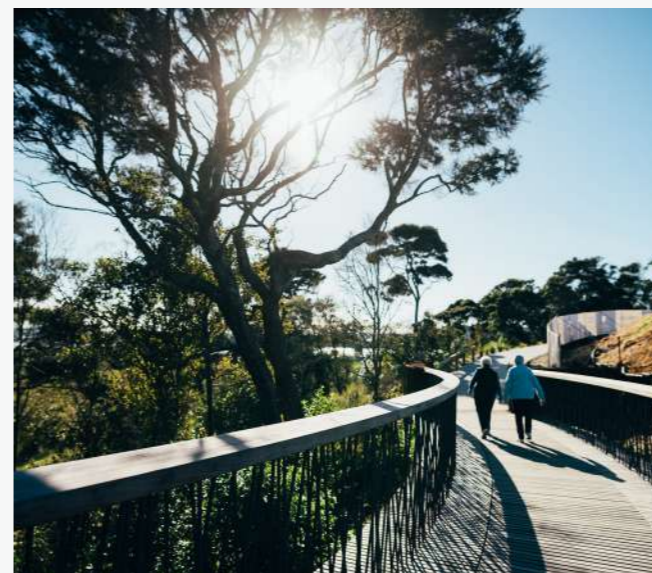


Foster Community Engagement

Create opportunities for social interaction & community building, fostering a sense of ownership among users.

- Host Regular Events: Organise community events such as timed races, group challenges, and fitness competitions to encourage participation and social interaction.
- Volunteer Programs: Establish volunteer programs for trail maintenance, event organisation, and guided tours, involving community members in the upkeep and activities.
- Feedback and Suggestions: Set up a system for users to provide feedback and suggest improvements, ensuring the trail evolves with the community's needs and interests.

Benchmarking of similar scale



Hobsonville Coastal Walkway

Te Ara Manawa is more than a walkway; it is a healthy, green necklace stitched into the surrounding neighbourhoods through a fluted edge, linking social spaces that are built up from and reflect Hobsonville's history and character. It is a habitat for people and wildlife that contrasts with the built-up intensity of the peninsula, and an opportunity for meeting and socialising, discovery through play, pausing, resting and contemplation. The range of potential experiences is diverse.



Hart's Mill Surrounds, Adelaide, Australia.

This is dynamic urban development project is designed to foster a healthy, active lifestyle by transforming the waterfront area into a vibrant community hub. It features extensive public spaces, parks, and green areas for walking, jogging, and cycling, complemented by dedicated pedestrian walkways and cycling paths. Regular community events and activities promote social interaction and outdoor engagement. Overall, Harts Mill aims to create an accessible, sustainable urban setting that enhances physical well-being and community connectivity.

Fitness & Wellness Trail Considerations



Community Fitness Classes

Organise regular fitness classes, like yoga or boot camps, along the trail to foster a sense of community and encourage group participation.



Hydration Stations/Bike Repair

Install water fountains, hydration and bike repair stations at intervals to ensure visitors can stay hydrated, promoting health and safety during physical activity.



Accessible Design

Ensure the trail is inclusive, with features like smooth pathways and adaptive equipment, enabling individuals of all abilities to participate.



Rest and Relaxation Areas

Create shaded rest spots with benches and serene views, offering places for relaxation and recovery during or after exercise.



Informational Signage

Place signs with exercise tips, health facts, and motivational quotes along the trail to educate and inspire visitors on their fitness journey.



Natural Landscaping

Enhance the trail with diverse, native plantings and natural elements to create a tranquil environment that promotes mental and physical well-being.

Strategic Framework Alignment

Fitness & Active Trails support an "Everyday Timaru". By drawing residents and visitors into the heart of the city, they generate daily footfall to support thriving retail streets and activities. They contribute to shifting the focus from a 'central business district' to a town centre that promotes a diverse mix of uses and users. Accessible and appealing to our ageing population, families, and individuals of all ages and abilities the trails make Timaru's centre more inclusive and vibrant. This supports the development of a unique Timaru typology - elevating urban lifestyles and attracting new residents.

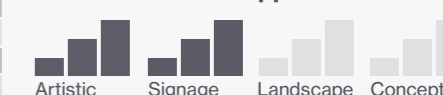
Outcomes Alignment

	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
	LOVED TIMARU Bi-cultural identity Natural & built heritage Pride & belonging
	MOBILE TIMARU Reduce car dominance Public transport Cycling & micro-mobility
	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Key Moves Alignment

	COASTAL CONNECTION Get us to the water Create a complete waterfront experience
	GREEN WEAVE Address SH1 barrier Pull green into the centre to form a continuous network of open spaces
	WELCOME HOME Support finer grain retail Unlock residential opportunities Enable reuse of heritage buildings
	THE HEART WITHIN Enhance streets & open spaces Strengthen cultural & civic anchors

Cultural narrative opportunities



4.10 NETWORK EVIDENCE BASED SUMMARY

Changing Timaru's network requires a balanced approach to deliver outcomes that reflect the current needs of Timaruvians, the specific context nuances, and its future potential.

Enabling vibrancy and ultimately revitalising the centre involves changing the status-quo. The proposed opportunities in this chapter have been carefully considered based on what we have heard, learned, and experienced, supported by research to create a well-considered Network plan.

Timaru's Existing Network & What it Needs

"You can get anywhere in the length of a song" is a positive attribute identified by Timaruvians relating to their lifestyle, a lifestyle enabled by car travel, including travel to the centre from the District and neighbouring rural areas. It is important to retain this accessibility, particularly for industry needs such as vehicle connectivity to the port. We also learnt through the trials, data collection, and workshops that many drivers in Timaru expect a high number of on-street car parks, despite the centre being characterised as walkable, as defined by independent research. However, community feedback also confirmed that the number of vacant shops (a symptom of online shopping trends and out-of-town developments) perceived barriers to walking and cycling between key destinations, has contributed to the lack of foot traffic and activity in our centre, and to the quality of public spaces. Nonetheless, MyWay is well utilised in Timaru as an 'on-demand' public transport solution, indicating the community's acceptance of change when done well. Rethinking our mobility systems and infrastructure with the needs of our communities (urban and rural, ageing, and vulnerable) in mind is essential to unlock a sustainable, attractive, and future-proof network for all.

Researched & expert insights about Timaru

Desktop research, reports and site visits revealed some of the following SWOT insights (strengths, weaknesses, opportunities and threats):

Future Rail
Having a station in the centre of town could be a significant asset in the event that the passenger train re-opens. This would enhance regional transport, promoting economic growth and easier commuting.

Topography & Population
Timaru's hilly terrain and numerous stairs present accessibility challenges, particularly for its ageing population. This limits mobility and highlights the need for more inclusive infrastructure planning and development.

MyWay
Timaru's MyWay On Demand service attracts 500-600 daily users, with numbers rising. This unique, flexible transportation system is exceptionally suited for a town of Timaru's size, offering convenience and efficiency.

City & Sea Connection
Timaru faces significant barriers in providing safe, non-vehicular access to the sea. Improving pedestrian and cyclist pathways is essential for better, safer connections between the city and its coastal areas.

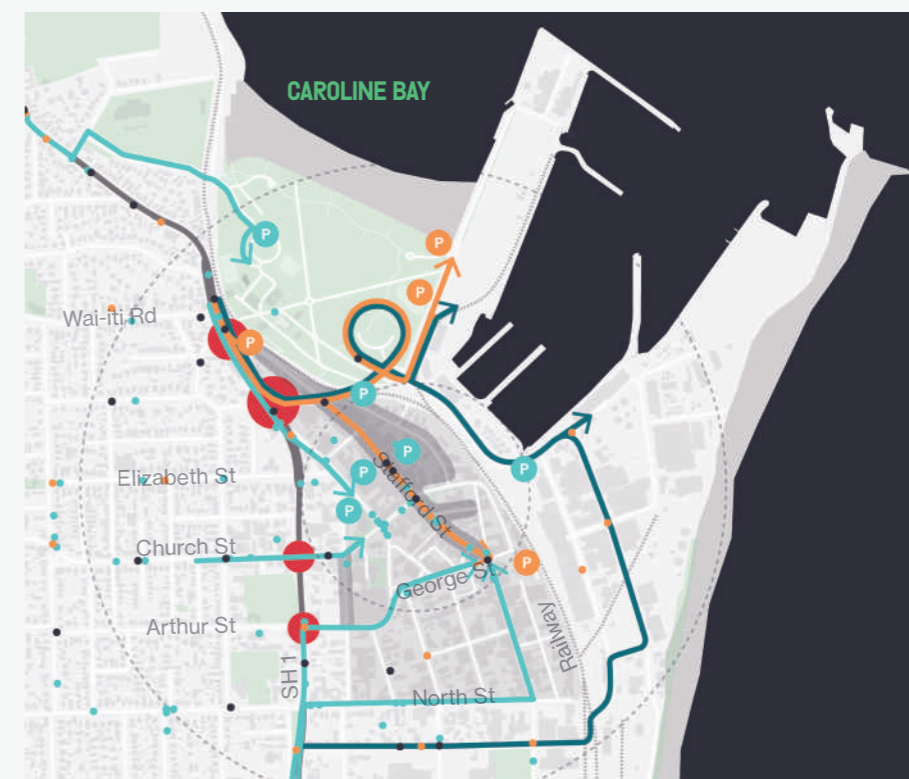
Parking
Recent assessment notes carparking occupancy rates in the centre are less than optimum (underutilised, suggesting that consolidation and better management could unlock opportunities for new use of parking space without hindering supply needs).

Fragmented destinations
Fragmented activity hubs and poor connectivity in the city centre lead to excessive car use. As the population increases, this will exacerbate vehicle congestion and pollution. Inspired by best practices and external benchmarks, enhancing public transport, developing pedestrian and cycling infrastructure, and promoting mixed-use developments are essential. These measures will support sustainable growth, reduce congestion, and improve urban livability.



MOTORISED VEHICLES

- 10 / 5 Minute walk
- Minor cycle / pedestrian Incidents*
- Serious cycle / pedestrian incidents*
- Vehicle only incidents*
- Heavy vehicle route
- Local routes
- Visitor routes
- Key gateway
- Primarily local carpark
- Primarily visitor carpark



* Data from NZTA's Crash Analysis System (CAS) Maps



ACTIVE MOBILITY & PUBLIC TRANSPORT

- 10 / 5 Minute walk
- Walking & cycling tracks
- Laneways / internal arcades
- Cycle routes / network
- Hector's track
- Bus route and stops
- Slippery tiles paving
- SH1 crossings
- Railway crossings
- No connection / Connection to close
- Elevator
- Railway station (private ownership)
- Proposed Hector's Track upgrade





Evaluation and monitoring

Quantitative and qualitative data has been captured to formulate the Masterplan and the suite of movement recommendations therein. This is not complete or conclusive, but rather establishes a baseline for ongoing data comparison over time to inform decisions. The most relevant movement network insights from the CityTown trials relate to testing the appetite and readiness for changes to street space, the short and long term aspirations related to landuse, the capacity to use existing assets, and the incremental shifts that could promote vibrancy in the town centre. This helps inform investment priorities and sequencing, and where the focus for ongoing evaluation and monitoring should occur.

Quantitative monitoring and evaluation to date includes: vehicle and pedestrian counters, bluetooth data, intersection cameras, carpark occupancy and speed data.

Qualitative monitoring and evaluation to date includes: research and online / intercept surveys, trial observations and feedback, workshops and engagement, Sensibel assisted participatory research.

Alongside CityTown trials, baseline quantitative data was captured across CityTown for travel modes, speeds and volumes. This was coordinated by transport specialists 2022-2023. Refer to the relevant documents and reports shown on page 8&9 for Parking occupancy and CityTown trial insights which can also be found here www.timarucitytown.co.nz/trials

What we heard from the community

Community feedback highlighted the need for a comprehensive approach to network revitalisation, that helps optimise people's movements to, from and within the area. Ideas such as simplifying pathways, ensuring accessible parking, and infusing streets with lively activities to encourage pedestrian engagement were shared as opportunities. Safety and mobility were repeatedly raised as needing to be integrated into designs of green open spaces to create a more inviting town centre, inclusive of all demographics. There was an overwhelming emphasis on connection between Caroline Bay and the Town Centre, particularly via the Bay Hill area. Additionally, efforts to seamlessly connect with existing cycling networks were emphasised, with the goal of providing visitors and residents with a desirable and convenient lifestyle. The biggest driver for these suggestions was to foster a sense of belonging.

Insights from community feedback & trials.

Enhance pedestrian experience and safety
A focus group walk with a range of abilities, backgrounds and ages participated in a user experience walking from Heritage Place to Caroline Bay. Every participant recorded more negative experiences than positive and revealed the biggest challenges were road layout and surface conditions (including lack of footpaths, awkward drop kerbs and narrow clearances). Feedback revealed that shorter crossing distances and implementing safer crossing solutions with traffic-calming measures would help. Through testing, layout improvements saw an 11% increase foot traffic.

Strengthen Existing Connections
Through stakeholder engagement, we repeatedly discovered the lack of awareness of existing connections to Caroline Bay via existing bridges and connections. A solution raised was to invest in wayfinding systems to improve accessibility and encourage exploration of the area by foot or bike.

Streetscape Amenity
Trials revealed the impact of introducing informal play and planted barriers to enhance public spaces - creating an environment that feels safer for kids to play in and spend time in. In turn 18% of people felt that more activity and people on streets near key destinations would make them more likely to walk and spend time around there.

Mitigate the impact of bus congestion
During trials and site visits, congestion was observed during cruise ship visitors coming in with buses. This indicated a need to rationalise various bus movements and clarify drop-off zones to improve traffic flow or encourage more visitors to walk into the town centre.

Address Parking
Parking was discussed and explored multiple times including the need to ensure ease of access to destinations. From trials, we heard that people would be less likely to walk or spend time if parking was inconvenient. Creating alternative parking solutions needs to be easy and convenient.

Make alternative travel modes easier
"So excited to see a bi-directional cycle lane along Port Loop. This will improve safe movement of cyclists through the busy zone". This suggests that providing infrastructure upgrades for cycling, and walking is desirable.

Why are networks important?

The Benefits of Slower Vehicle Speeds: For people who are walking or biking, a reduction in vehicle speed from 50km/hr to 30km/hr translates to a 90% chance of surviving a crash.¹

Health Benefits of Active Transport: Active commuting (walking or cycling) has been found to decrease cardiovascular risk by 11%. Active transport could help reduce NZ's high obesity rate.²

Economic Benefits of Active Transport: Active forms of transport have wider economic benefits in NZ, saving \$4.27/km for each new walker and \$2.14/km for each new cyclist (in terms of public and private sector health costs).³

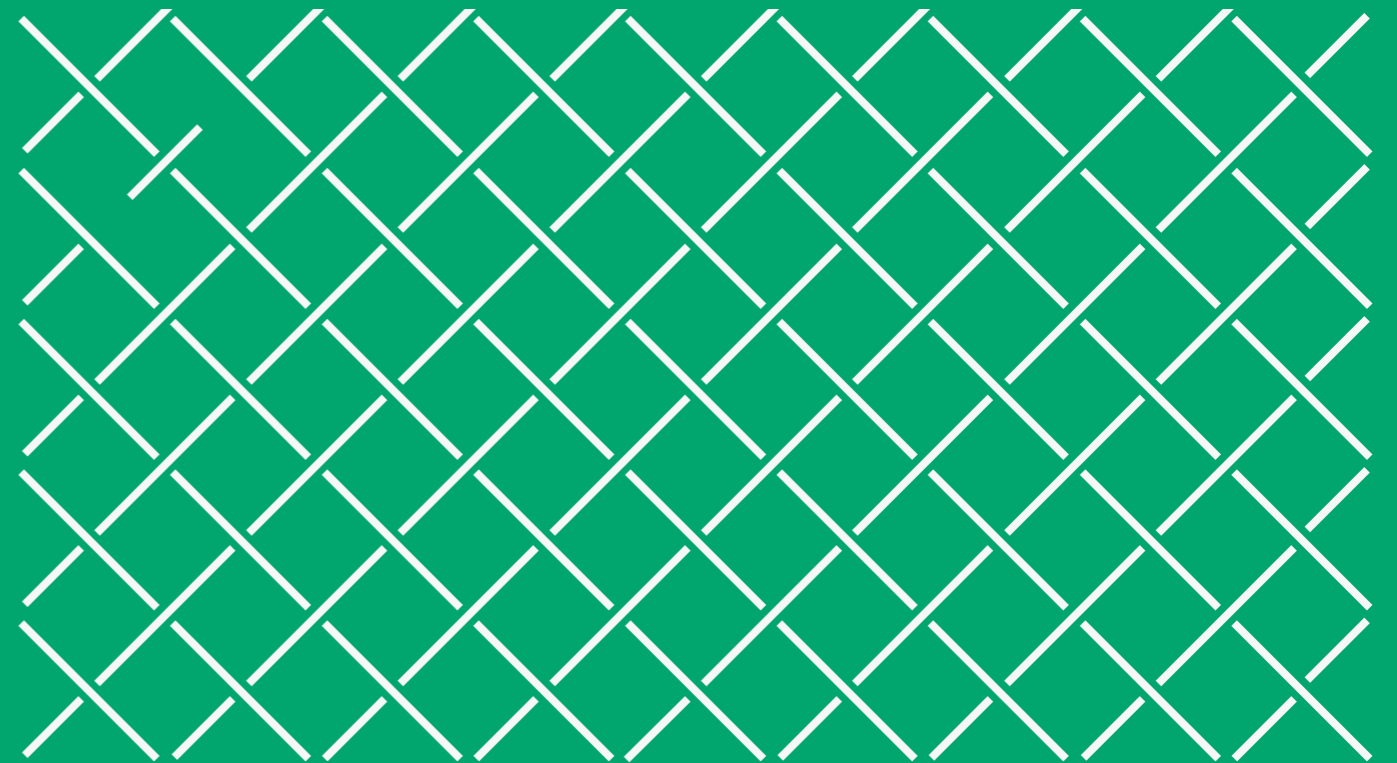
The Importance of Fitness & Activity: Physical activity reduces the chance of experiencing depression by 10% in children (5-18 years), 22% in adults (18-64) and 21% in older adults (65+years).⁴

The Value of Walking Loops: Compared with other parks, parks with walking loops were found to have 80% more users, over twice as many seniors and 90% higher levels of moderate to vigorous physical activity.⁵

1. Auckland Transport Vision Zero, Safe Speeds - The Reason
2. Environmental Health Intelligence NZ, Massey University
3. Valuing the Health Benefits of Active Transport Modes, MRC and Centre for Physical Activity and Nutrition Research, Auckland University of Technology - NZTA Research Report 359 2008
4. Sport NZ Active NZ Main Report, 2018
5. City Parks Alliance, USA 2018.

PARKS & CIVIC SPACES

This chapter focuses on providing design guidance on the renewal, upgrade of and investment in existing civic spaces. These are not final designs, but rather high level concepts that consider the proposed network upgrades and align with the broader Strategic Framework Key Moves and Objectives. As a network of civic spaces, they are intended to offer varied and distinctive spaces that cater to a diverse range of users, thus fostering a vibrant town centre where people are encouraged to linger and connect.

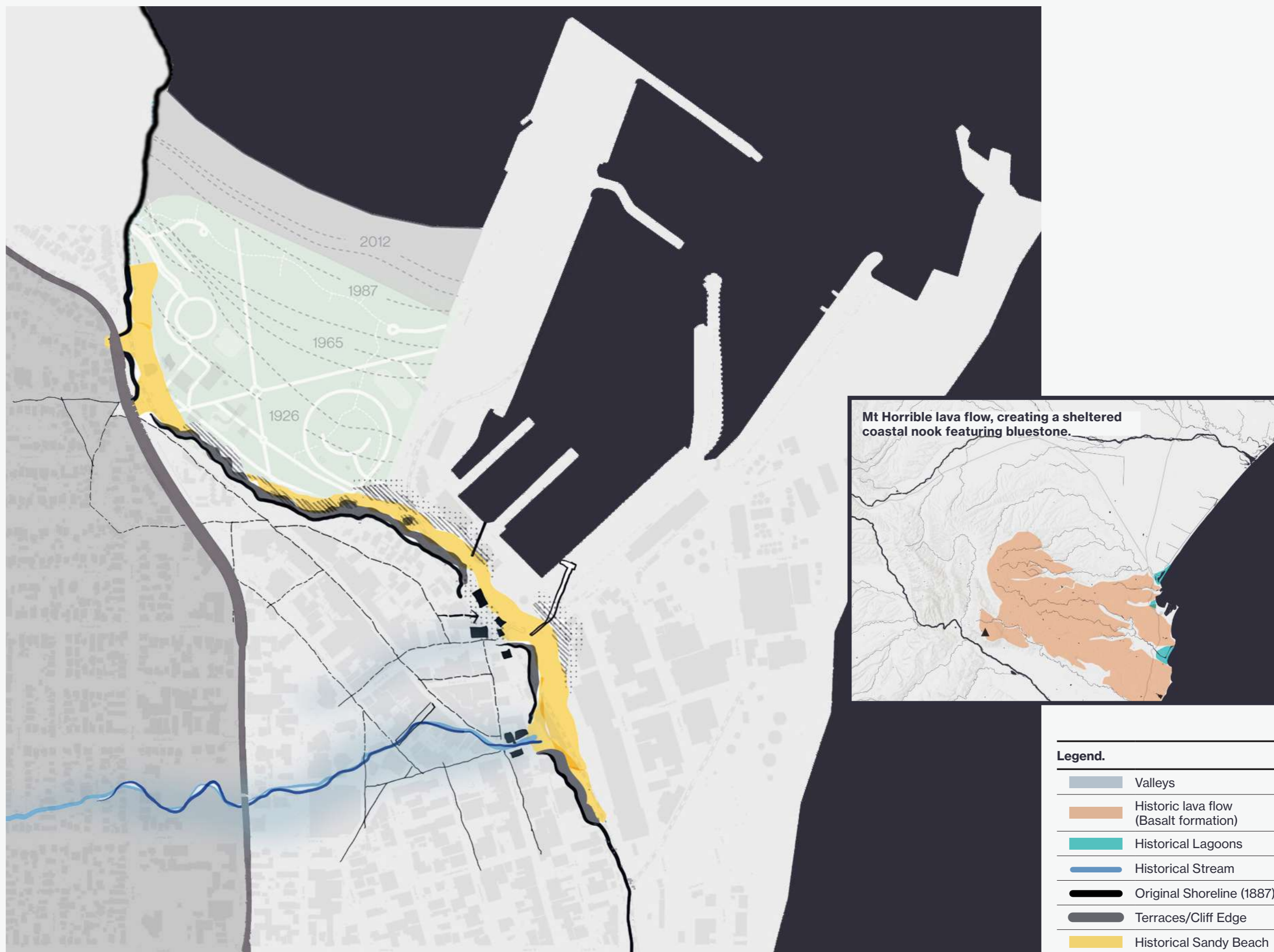


5.1 OUR PLACE, OUR SPACE

Timaru lies between the mountains and the sea, at the head of the only safe harbour along an exposed stretch of South Canterbury coastline. The Mt Horrible lava flow created the elevated location of the town and the sheltered reef – it defines the distinctive street pattern and can be seen in the Timaru bluestone of its heritage buildings.

Timaru was a place valued by tangata whenua for its natural shelter where waka came ashore. Colonial settlers similarly valued the shelter and soon built a deep-water port. While the natural shoreline and lagoons have been lost over time with urbanisation, the proximity to the coast and to the rural surrounds shapes the Timaru lifestyle and its future. The three civic spaces are intended to reflect this story of place.

The concept designs proposed for Timaru's three civic spaces leans on this history of the land to create moments to pause, linger and experience that feel of place and unique identity. Each one does this in a different way to ensure all three best serve the community needs during all seasons and times of day. These changes are intended to attract more people to and through our town centre and enhance the experience for visitors, locals and urban residents alike.



5.2 OVERVIEW OF THE SITES

The proposed civic space upgrades are designed as an interconnected network, each supporting the other. Rather than trying to accommodate all activities, in each space has a unique purpose and is suited for different times of day, seasons, weather conditions, and activities.

This approach encourages movement between the sites and ensures an equal distribution of activity throughout the town centre. Each space reflects its geographical location and historical context, while a cohesive design palette visually unites and enhances these spaces making them uniquely Timaru.

Legend.

- Civic Spaces
- Landmarks
- Civic Hub Zone



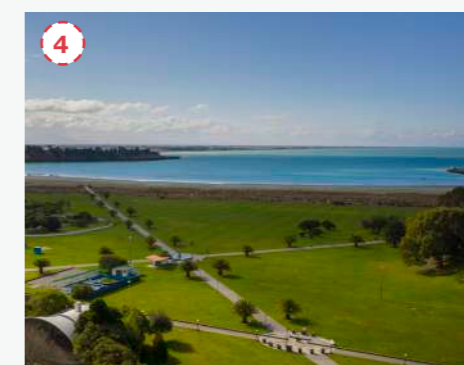
1 Strathallan Corner
 Purpose: To enhance the site's role as a centrally located and restful civic space engaging with street life. A space where the city's pulse softens – a haven for lunchtime retreats and quiet contemplation, seamlessly intertwined with the rhythm of street performances and busking.
 Main use: Midday, Weekday
 Recreation: Outdoor & Passive
 Main Activity: Lunch & Performance



2 Heritage Place
 Purpose: To act as a meeting place in the "Creative Town Heart", reflecting the historical landscape where the stream and shoreline once joined. It is intended to be in service to all including, small events/markets and to offer a suitable civic space for future residents living in the South end of the centre. It is the only large open space (other than Caroline Bay) suitable for hosting regular markets without requiring road closures.
 Main use: Evenings, Weekdays
 Recreation: Outdoor & Active/Temporary
 Main Activity: Food & Beverages



3 Bay Hill Piazza & Intersection
 Purpose: The new proposed space and intersection layout create a sequence that aims to entice exploration to Caroline Bay and back into the centre whilst making the most of the incredible mountain and sea views along the way.
 Main use: Weekend, Weekdays
 Recreation: Outdoor & Active/Passive
 Main Activity: Lunch, Views and getting to the Bay



4 Caroline Bay
 Purpose: To continue to act as an outdoor destination with a range of entertaining activities for families and visitors alike. It will also continue to host larger events that couldn't otherwise be hosted in the town centre whilst enticing visitors into town along playful trails.
 Main use: Weekend
 Recreation: Outdoor Passive & Active
 Main Activity: Walk, Play & Learn



Civic Hub
 Purpose: To act as a place that provides multiple ways for people to connect and gather. Intended to help strengthen our communities, support our local identities and enable our people to fully participate in society. The hosted activities improve our sense of wellbeing and belonging and creates a sense of pride among our residents.
 Main use: All Day, Every Day
 Recreation: Indoor Passive & Active
 Main Activity: Civic Functions & Events

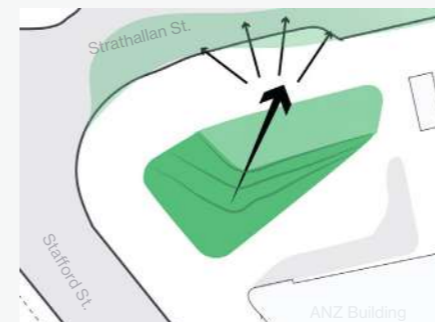
5.3 STRATHALLAN CORNER

Design Thinking

Our design enhances the site's role as both a tranquil refuge and vibrant performance space. Imagine a haven for lunchtime retreats and quiet contemplation, seamlessly intertwined with the rhythm of street performances and busking. By removing the fountain and minimising the impact of the existing structure, we create an open environment more engaged with street life that improves accessibility and encourages both movement and relaxation. Oriented towards Strathallan St and open to North Stafford, the space merges effortlessly with the pedestrian desire lines and future greenways. Terraced seating and playful features evoke the town's geological story, blending natural history with a place of shelter.



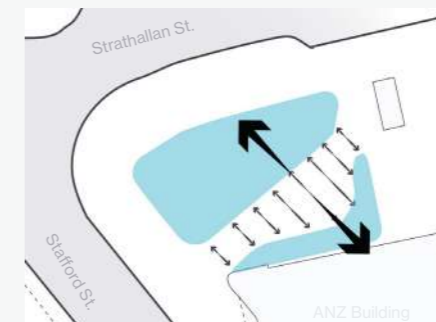
Key Moves Diagrams



Orientate to the Greenway

This will ensure greater integration with the green weave and enable light activations to happen.

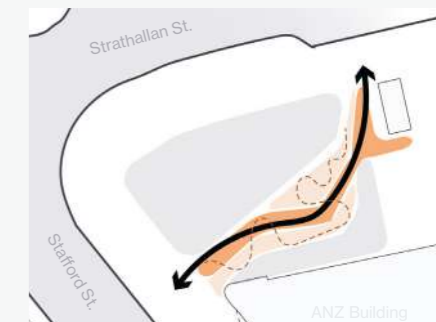
- Provide bike parking, playful elements & performance infrastructure linking to trails
- A flat area that has the ability to be used in a variety of ways
- Terraced seating that can be used for eating lunch or watching performances



Let the space breathe

By decluttering the space and simplifying the configuration you unlock greater use, accessibility and activation of the site.

- Redesigned and relocated toilet to unlock more space
- Removal of the fountain feature, walls & softening the level changes
- Clear lines of sight between the two streets that encourage more movement through the space

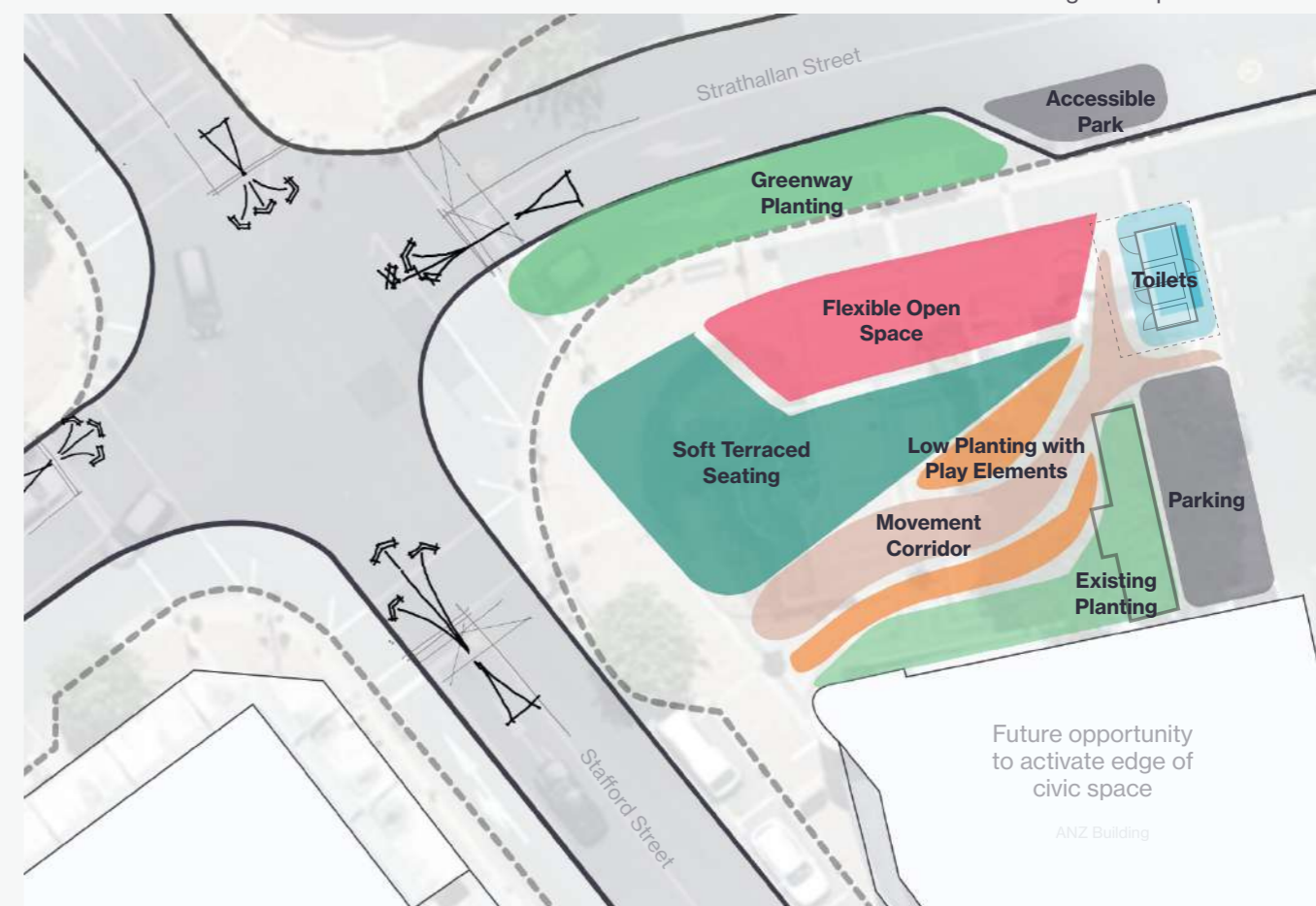


Space for informal play & rest

With improved sightlines to the south east corner that is sheltered by trees and off the main streets, it lends itself to for relaxation and informal play.

- Light touch permanent play elements telling the story of Timaru's landscape
- Retain natural cover from trees and seating for picnicking
- Ensure good sightlines from the street and seating around play area
- Incorporate drinking fountains/hydration station to support fitness trails through this space

Zoning Diagram & Movement



Site Photographs



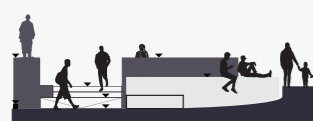
Benchmarking of similar scale



The Glade. New York, USA.
Of a similar scale to Strathallan Corner this pocket garden boasts a performance space built into the landscape. The Glade is used casually as a place to rest as well as for unticketed events so is intended to reinforce that relaxed atmosphere. Tiers of communal seating are built from large black locust timbers with a continuous sculpted edge that unifies the benches and provides a more comfortable seat.

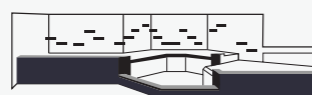
Te Awataha Greenway Integrated Nature Play
The various open spaces connected by the greenway all have different functions, varying from neighbourhood pocket parks and play spaces to active sport and recreation. There is an outdoor classroom and stream measuring and monitoring stations along with a nature play trail which weaves back and forth across the stream offering an interactive journey. It acts as a place to pause.

Site-specific considerations



Level Changes

Strathallan corner has a small level change which is amplified by the varying heights of walls and platforms. Rationalising this into a ramp across the site would help improve accessibility.



Amenity Clutter

The fountain & toilet block take up a large amount of space rendering the public open space uninviting. Their footprints could be minimised to unlock greater space and amenity for people to entertain and be entertained.



Substation

A key consideration for any future design is the retention of the substation situated under the top lawn and ensuring access to it. Further investigation will be required upon a concept design.



Solar Orientation

Enhance the north facing aspect and wrap the greenway around the edges. Maximise the open space to ensure people can sit and enjoy sitting in the sunshine. But equally provide seating options for those who want shade, retreated from the open space.



Views

Strathallan corner is a great place to admire the heritage buildings of Stafford Street and to connect more clearly with Strathallan Street. Ensure the design amplifies and enables good sightlines to these unique features.



Site Access

Movement through the square is convoluted due to the mixture of stairs and ramps. Although only two key access points, the movement through the space doesn't feel clear and some areas are tucked away from the street view which makes it appear unsafe.

Strategic Framework Alignment

Upgrading Strathallan Corner aligns with delivering a Healthy & Mobile Timaru. By enhancing the site's role as a haven for quiet contemplation and social interaction, it prioritises the health of the natural environment while providing equitable access to all members of the community. The re-orientation towards the street seamlessly integrates the space with public walkways and future greenways, encouraging greater utilisation and awareness of the space. Terraced seating and playful passive features not only evoke the town's geological story but also serve as a reminder of our role as kaitiaki, or guardians, of the land.

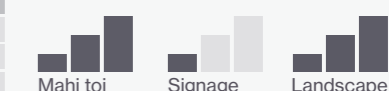
Outcomes Alignment

	HEALTHY TIMARU
	Natural environment
	Sustainable Practices Climate awareness
	LOVED TIMARU
	Bi-cultural identity
	Natural & built heritage Pride & belonging
	MOBILE TIMARU
	Reduce car dominance
	Public transport Cycling & micro-mobility
	EVERYDAY TIMARU
	Urban Pioneers
	All ages, abilities & incomes
	DYNAMIC TIMARU
	Public & Private Investments
	Tourism & Recreation Retail & Commercial Activities

Key Moves Alignment

	COASTAL CONNECTION
	Get us to the water Create a complete waterfront experience
	GREEN WEAVE
	Address SH1 barrier Pull green into the centre to form a continuous network of open spaces
	WELCOME HOME
	Support finer grain retail Unlock residential opportunities Enable reuse of heritage buildings
	THE HEART WITHIN
	Enhance streets & open spaces Strengthen cultural & civic anchors

Cultural narrative opportunities



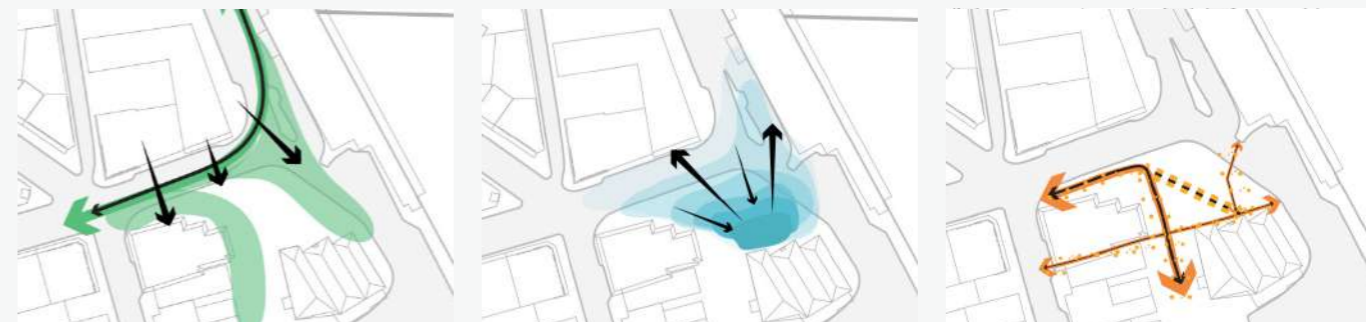
5.4 HERITAGE PLACE

Design Thinking

Heritage Place occupies a significant landing place for the settlement of Timaru and establishment of the Port. It is an important site on the original shoreline where a stream once flowed to the sea. It is now a local meeting place at the historical town heart. Visitors come to learn more at Te Ana and the Visitors Centre and shop at the markets while new residents linger in this space or pass through on their way to Caroline Bay or Marine Parade. As the Southern most meeting place within the “Creative Town Heart”, the space is designed to expand and contract, accommodating diverse events such as markets and concerts, mirroring the ebb and flow of tides. This square will become a vibrant cultural hub of evening activity for all ages, seamlessly connected to other civic spaces. The open, adaptable layout fosters a sense of community and dynamic interaction, honoring the site’s historical roots while embracing contemporary urban life.



Key Moves Diagrams



Pull the Green In

Softening the edges of the square with low native planting will create a safer and more inviting civic space to pause and spend time in.

- Soften the edge of the civic square with low planting, making it more permeable and avoiding CPTED issues
- Create seating that faces the square and does not hinder the open space's flexible use
- Introduce supporting infrastructure for walking & cycling.

Reflect the story of this place

Recognising and reflecting the area's historical context will enrich the cultural fabric and create a unique identity for the site.

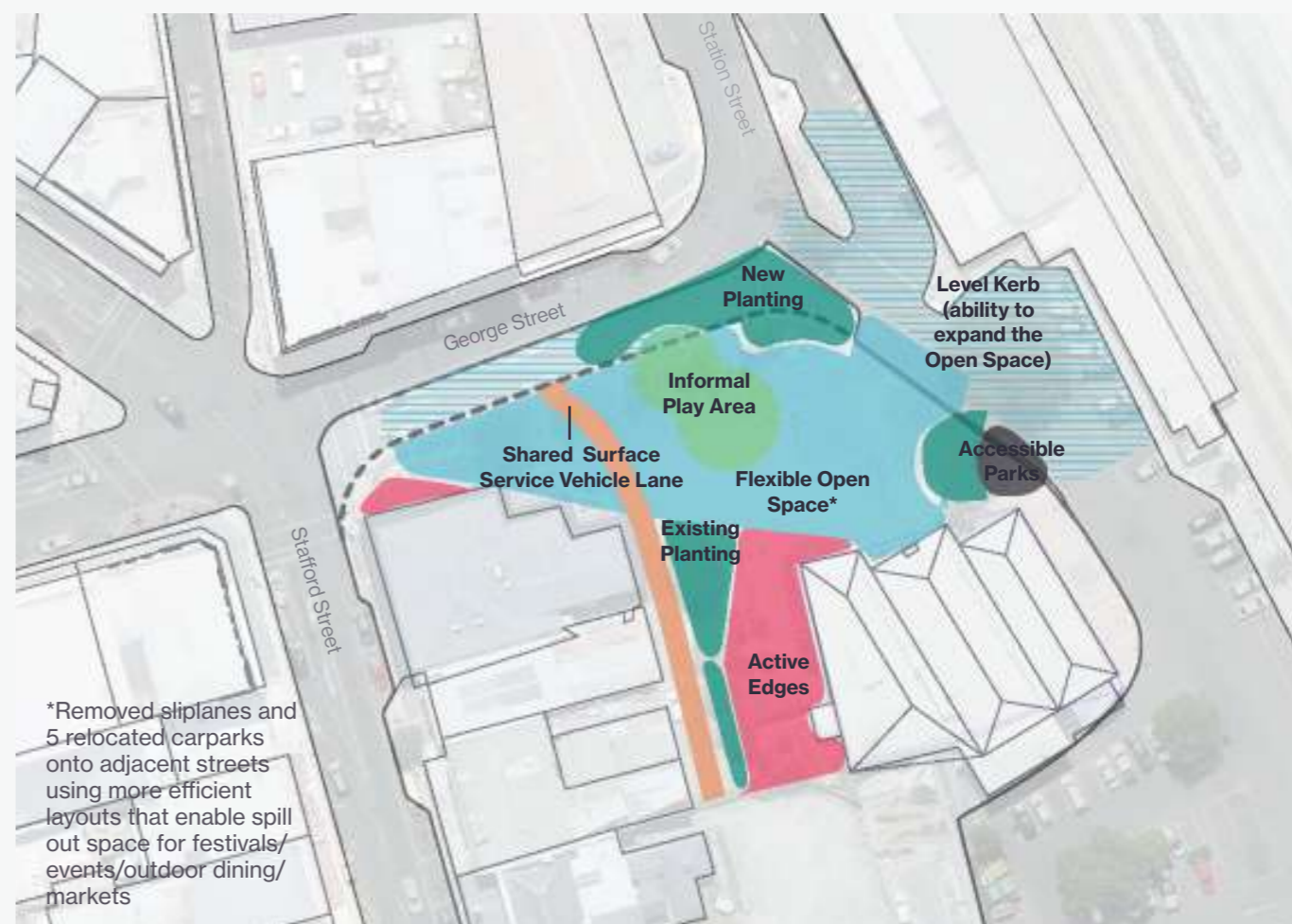
- Design pathways and features that trace the original shoreline and stream gully. Consider materials that tell that story
- Create a space that has the ability to grow and contract depending on the use of the space
- To unlock the use of this space, consider an alternative service vehicle lane with any future development of the corner site

Activated pathways & entrances

Improving the interaction between buildings and the civic square will foster a more vibrant public space.

- Define building entrances and arrivals to the square to be more inviting, with the use of light and gateway articulations
- Activate facades looking onto the square with movable furniture to support cafes, shops and community spaces.
- Connect and create sightlines to nearby civic destinations

Zoning Diagram



*Removed sliplanes and 5 relocated carparks onto adjacent streets using more efficient layouts that enable spill out space for festivals/ events/outdoor dining/ markets

Site Photographs

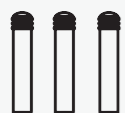


Site-specific considerations



Service vehicle lane

The current service vehicle lane disrupts the flow of public space. Its presence segregates areas meant for public enjoyment, reducing the cohesion and attractiveness. Alternative locations for this could be considered.



Obstructions

Numerous bollards and light poles clutter the environment, creating a disjointed and crowded space. These elements impede movement and flexibility of the space. Alternative configurations and softer protective edges should be considered.



History of the Site

The historical significance of the site, being the original shoreline and stream location, is not reflected in its current design. Acknowledging this heritage could enrich the site, offering educational and cultural value while enhancing its character.



Hard Edges

The site has little planting with the exception of the courtyard behind Speights Ale House outdoor dining area. The edges of the square are made up of hard surfaces whereas increasing greenery could enhance aesthetics, provide shade, and improve air quality, making it more inviting and pleasant.



Safety

The site lacks active frontages, making it feel unwelcoming, especially at night. Without businesses or residences overlooking the area directly, it remains underutilised and can appear unsafe, discouraging people from lingering.



Car Parking

5 carparks occupy a significant portion of the public space, limiting its potential use as safe public amenity area and its ability to expand for events/ cater to growing urban population. It is recommended that the parking on Heritage Place be relocated to enhance the area's usability. This could be done by adopting more efficient parking layouts on adjacent streets and public carparks behind The Landing services building - where campervans/ buses currently are. Limit turning circles to vans/ shuttle in this area.

Benchmarking of similar scale



Te Ara Pū Hā South Frame. Christchurch, NZ. A network of landscape destinations fostering social, cultural, and economic vitality. Supported by strategic activation and place-making, these spaces reveal the Precinct's identity and encourage footfall to surrounding businesses. The design reflects the historical Ōtākaro/Avon River, integrating key cultural and natural elements. Pathways mimic the river's flow, guiding visitors through gardens and artworks to create a sensory journey.



Brunel Square SouthGate. Bath, UK. Formerly a hard paved space used more as a thoroughfare, the main square at SouthGate now buzzes with shoppers, students, families and children, mingling and playing amongst the lawn 'combs' and relaxing amongst the planting. The new designs not only provide a canvas for the city's daily civic life but have in-built flexibility to be able to play host to Bath's busy events calendar.

Strategic Framework Alignment

Heritage Place aligns with amplifying the heart of Timaru's centre within a vibrant cultural quarter. By cultivating a strong Creative Town Heart, Heritage Place becomes a nexus that uniquely blends art, theatre, heritage, and creative endeavours through the year, reflecting Timaru's commitment to caring for locals, welcoming visitors, and attracting new residents. This creative heart within connects existing and future cultural and civic anchors through high-amenity spaces, encouraging longer and more frequent visits to the centre.

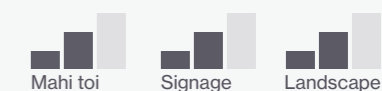
Outcomes Alignment

	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
	LOVED TIMARU Bi-cultural identity Natural & built heritage Pride & belonging
	MOBILE TIMARU Reduce car dominance Public transport Cycling & micro-mobility
	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Key Moves Alignment

	COASTAL CONNECTION Get us to the water Create a complete waterfront experience
	GREEN WEAVE Address SH1 barrier Pull green into the centre to form a continuous network of open spaces
	WELCOME HOME Support finer grain retail Unlock residential opportunities Enable reuse of heritage buildings
	THE HEART WITHIN Enhance streets & open spaces Strengthen cultural & civic anchors

Cultural narrative opportunities



5.5 BAY HILL PIAZZA & INTERSECTION

Design Thinking

This design aims to better connect the town centre with Caroline Bay, encouraging a safer two-way movement between both. It enhances the experience of discovering the stunning views of Caroline Bay, enjoying the hospitality of Bay Hill, and the journey back towards the city. As a key site that the future fitness and wellness trail traverses, the furniture is designed to encourage users to move, bringing the recreational and activity-based identity of Caroline Bay closer to the Town centre. Careful consideration of environmental impacts, such as wind and sun, ensures it's a comfortable space to rest, eat, and occupy.



Key Moves Diagrams



Easy Access & Flexible Space

Ensure all movement types – vehicles, pedestrians, bikes, etc. have clear and easy access to Bay Hill, the Piazza, and Caroline Bay.

- Develop an easy-access, shared user experience along the length of Bay Hill Road
- Ability for par/full temporary road closures for events
- Enable commercial, event, and recreational spaces to be conveniently accessed by all users
- Rationalise parking and vehicle movements to minimise disruption to the experience of place and views

Leverage the Views

Accentuate the discovery experience by linking a series of viewing moments along pedestrian desire lines for visitors and locals to enjoy

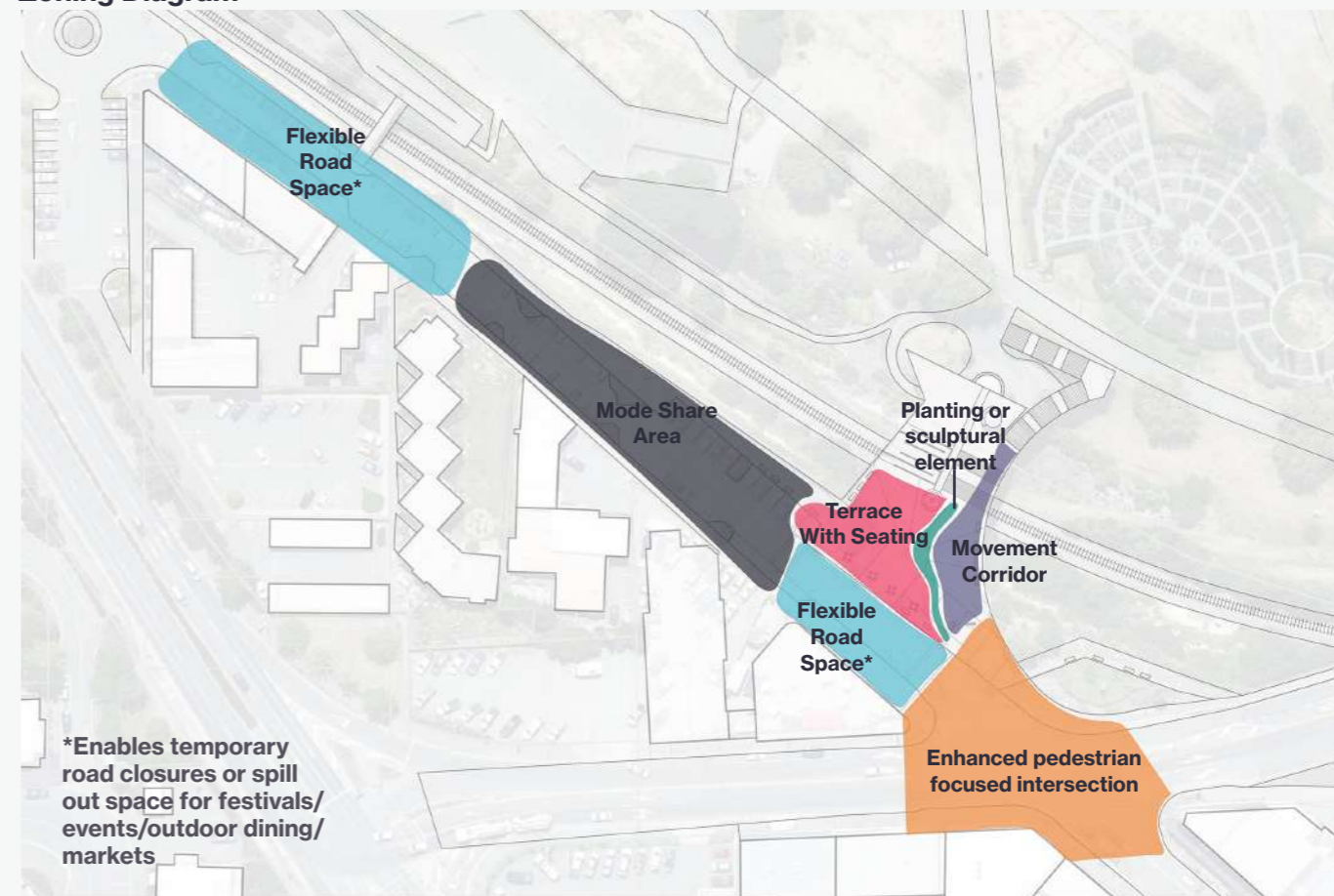
- Use vegetation, vertical artistic installations (that could act as wind barriers), and structures to help shape the view
- Use material differences to highlight areas of viewing, areas of pause, and areas of seating to create points of interest that leverage the views.

Create a Chain of Destinations

Create a hub of hospitality destinations all within a 5-minute walk of each other.

- Enable a mixed-use, high-amenity development on the corner of Bay Hill and Sefton Street that responds to the streetscape and access to the Piazza.
- Unlock the potential of the Piazza as a space that is functional in all weather events, focusing on mitigating wind and sun effects. This could include carefully considered planter boxes to enhance the site's experience.
- Encourage hospitality development connecting the top of Stafford St to the Piazza and Bay Hill.

Zoning Diagram



Site Photographs



Benchmarking of similar scale



Esk Street. Invercargill, NZ.
 Feature lighting and spaces for slowing down are defined by warm-toned clay pavers recycled from the original street paving, and under lighting of seats. Their organic shapes and contemporary setout elevate this often-overlooked material, creating warmth regardless of the weather. The street reveals layers and stories over time. A trail weaves through gardens, offering kids joyful routes. Fixed and movable furniture creates flexible spaces suitable for solo buskers or large scale community markets.



Wharf Street. Tauranga, NZ.
 Completed at the end of 2020 in time for the summer season, Wharf Street was closed to traffic in favour of a spatial arrangement that enables the street to operate as a dining precinct as well as a pedestrian thoroughfare and event space. This success is a result of the ongoing support from local business and landowners throughout the design and construction process. It has been well received by locals and businesses.

Site-specific considerations



Paving & Planting

The paving on the Piazza features a distinctive pattern that creates an expansive and grand space. However, its design lacks a connection to local history and distracts from the views of Caroline Bay. Careful consideration of this design and material through any renewal could significantly influence the overall experience of the space. For example, surface material should celebrate the distinction between solid cliff and cantilevered deck structure-heightening the experience of the clifftop edge with appropriate and local materials. Also important to note that the site's capacity for planting is limited, as over half of the piazza is a bridge structure that precludes soil-planted trees. Consequently, tree planting is restricted to the edge of Bay Hill, where some trees are already situated.



Exposed to weather

The Bay Hill Piazza Space is currently a large open space prone to extreme weather conditions, particularly wind and rain. The site provides little to no shelter, making it less usable during winter months or on rainy days.



Water feature & Play

The current water feature has required significant maintenance and does not logically represent the natural location for water atop the coastal cliff. Its future relevance and cost should be further considered, but for now it remains a notable feature.



Accessibility Requirements

The majority of the Bay Hill area is gradually sloped with accessible ramps across the Piazza that could benefit from greater wayfinding. Careful consideration to ensure level entrances into commercial or hospitality areas is needed along with access and operation of the elevator on the Piazza.



Crossing Experience

The pedestrian crossing between Bay Hill and North Stafford Street is overly wide, and crossing times are infrequent and short duration. Combined with being a route for heavy vehicle traffic, this results in an unpleasant and unsafe crossing, effectively severing Caroline Bay from the Town centre. In addition to road layout changes in the adjoining streets, consideration should be given to any changes that can be negotiated with Waka Kotahi NZTA for the operation of the intersection such as noise-reducing road surfacing, or rephasing of the lights to prioritise pedestrians.

Strategic Framework Alignment

The Piazza upgrade aligns with the Strategic Framework's intention of addressing the critical barrier between the centre of Timaru, Caroline Bay, and the Port. By overcoming the intersection challenges and heavy vehicle traffic along Port Loop Road, the Piazza can facilitate active modes of transport, enhancing accessibility for locals and visitors alike between the two destinations. It can also help highlight the original coastline beneath the terraces and celebrate the natural heritage of Timaru - Caroline Bay as a destination in the centre not next to it.

Outcomes Alignment

	HEALTHY TIMARU Natural environment Sustainable Practices Climate awareness
	LOVED TIMARU Bi-cultural identity Natural & built heritage Pride & belonging
	MOBILE TIMARU Reduce car dominance Public transport Cycling & micro-mobility
	EVERYDAY TIMARU Urban Pioneers All ages, abilities & incomes
	DYNAMIC TIMARU Public & Private Investments Tourism & Recreation Retail & Commercial Activities

Key Moves Alignment

	COASTAL CONNECTION Get us to the water Create a complete waterfront experience
	GREEN WEAVE Address SH1 barrier Pull green into the centre to form a continuous network of open spaces
	WELCOME HOME Support finer grain retail Unlock residential opportunities Enable reuse of heritage buildings
	THE HEART WITHIN Enhance streets & open spaces Strengthen cultural & civic anchors

Cultural narrative opportunities

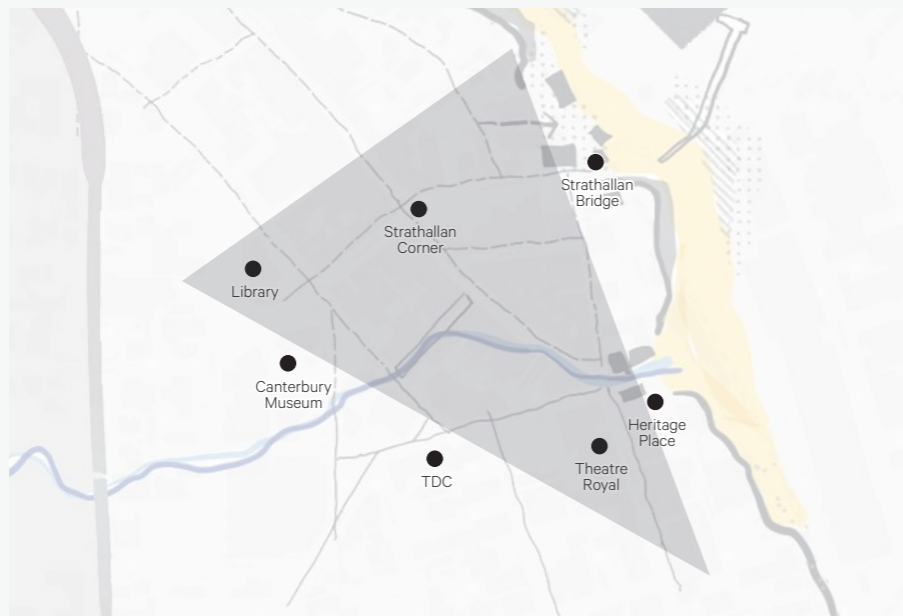


5.6 CIVIC HUB

Design Thinking

Civic anchors within Timaru will play a key role in catalysing the revitalisation of CityTown. A Civic Hub would significantly enhance the vibrancy of its surrounding area by bringing different users, activities, and transport modes into a consolidated space. Whether a Civic Hub is co-located on a single site or whether activities are spread across the town centre will affect its impact and how it can help revitalise the centre. Careful consideration and response to the chosen site for the Civic Hub is required to unlock this opportunity. Concentrating all civic functions in one location, instead of spreading them across the town center, could lead to a decrease in foot traffic to outlying areas and focus overall engagement with the town center within a smaller, consolidated core.

Zone in which to consider a civic hub



Site considerations

- Accessibility and connectivity (proximity to public transport links, parking facilities and walkability to nearby destinations)
- Availability and capacity of infrastructure and utilities (water, electricity, sewage)
- Impact on traffic & movements through the town centre
- Potential for preserving or enhancing built or natural heritage
- Compatibility with existing land use and future development plans
- Potential for green building practices and sustainable construction
- Ease of access for all demographic groups, including those with disabilities.
- Potential to stimulate local businesses and economy.

A Consolidated Civic Hub Approach

Pros

- Increased Efficiency and Convenience: Making it easier for residents to access multiple services in one trip, reducing travel time, and enhancing the overall user experience.
- Community Engagement and Accessibility: Civic hubs can include public spaces, such as libraries, community centres, and meeting rooms, encouraging civic engagement and making services more accessible.
- Cost Savings: Shared resources and facilities reduce operational costs, including utilities, maintenance, and staffing, allowing more budget allocation for other community services.
- Optimised Space Utilisation: Shared facilities and multipurpose spaces make better use of available land and buildings, reducing the need for additional construction and promoting sustainable urban growth.

Cons

- Multi-Criteria Assessment: An MCA assessment will need to be undertaken to ensure a comprehensive understanding of the implications across a range of locations.
- Initial High Capital Investment: The cost of building a comprehensive civic hub can be significant, requiring substantial initial capital outlay.
- Complexity in Management: Managing a large, multi-use facility can be complex, requiring effective coordination and administration to ensure smooth operation and maintenance.

Benchmarking of similar scale



Napier's Civic Hub Te Aka will serve as a central point for public services, events, and gatherings, fostering community and accessibility. Featuring modern design complementing the city's Art Deco heritage, with versatile spaces for meetings, exhibitions, and performances. It's intended to support local businesses and tourism, offering a welcoming environment for residents and visitors. By consolidating services and amenities, Napier's Civic Hub promotes efficiency and convenience, enhancing the city's vitality.

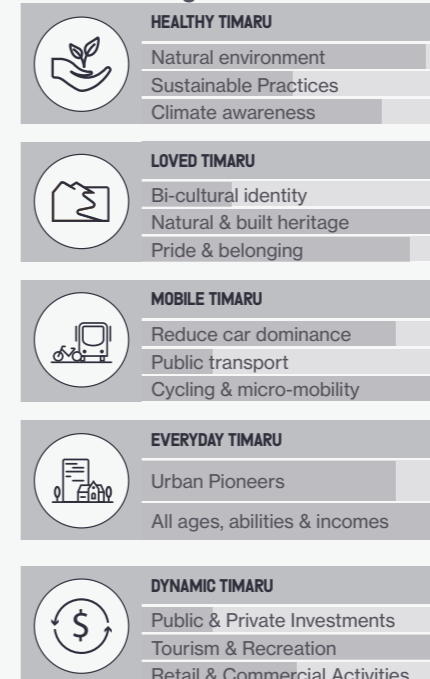


Tauranga's upcoming civic hub will host a central library, community centre, and spaces for cultural and civic events, reflecting Tauranga's commitment to an inclusive urban environment. It incorporates green building practices to reduce its environmental footprint. It provides workspaces and facilities for local government functions and community initiatives. By bringing diverse services together, it fosters community connections and stimulates economic growth.

Strategic Framework Alignment

The Civic Hub contributes to the strategic framework by amplifying the beating heart of the centre. The strategic framework identifies the need to connect existing and future cultural and civic anchors through high-amenity pedestrian streets and spaces, encouraging people to inhabit the centre longer and more often. It aims to sustain a constant vibrancy for the centre 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 centre grows and its role in the district evolves.

Outcomes Alignment



Key Moves Alignment



Cultural narrative opportunities



5.7 CAROLINE BAY

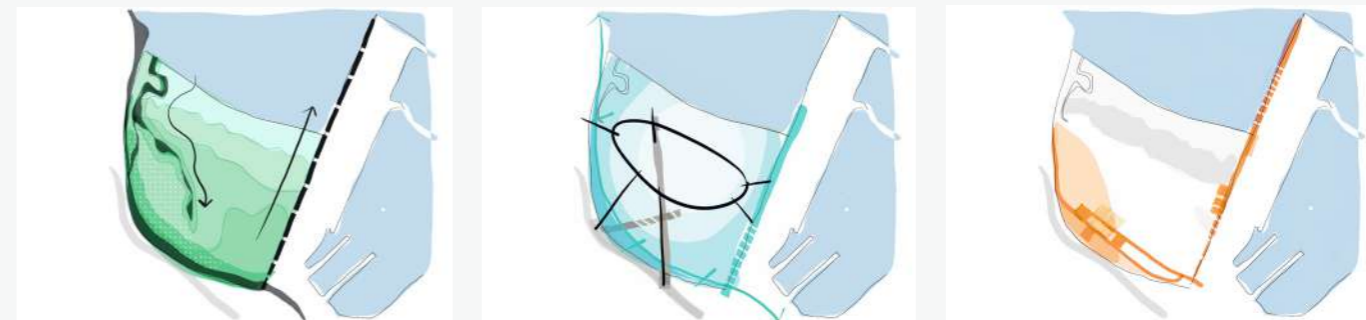
Caroline Bay has its own Masterplan. Refer Caroline Bay masterplan for additional detail.

Design Thinking

Caroline Bay will continue to act as a destination with clustered activities that bring convenience and vibrancy, while more adaptive buildings serve wide-ranging community needs. Heritage buildings along the original shoreline promenades will be elevated, with more recent buildings retrofitted to respond sensitively to their environment and provide active frontages. Marine Parade will become an activated promenade between the soft park edge and the gritty Port edge with protection for the kororā penguin habitat, and temporary activation kiosks. Considered access to and from the town centre, continuous journeys around the park and rationalised path networks will be key to its continued success as a coastal outdoor venue.



Key Moves Diagrams



Thriving habitat

Remnant natural edges are restored to become part of a whole landscape connecting the stream to the sea. Habitats are created and enhanced, responding to a modified, dynamic landscape.

- Revitalise Pohatu-koko stream with diverse and native planting, a walkway and educational signage.
- Enhance/reinforce native planting

Considered access

There are multiple ways into Caroline Bay that connect you to a seamless journey. Active travel is part of the destination experience. Views are captured and framed, assisting with wayfinding.

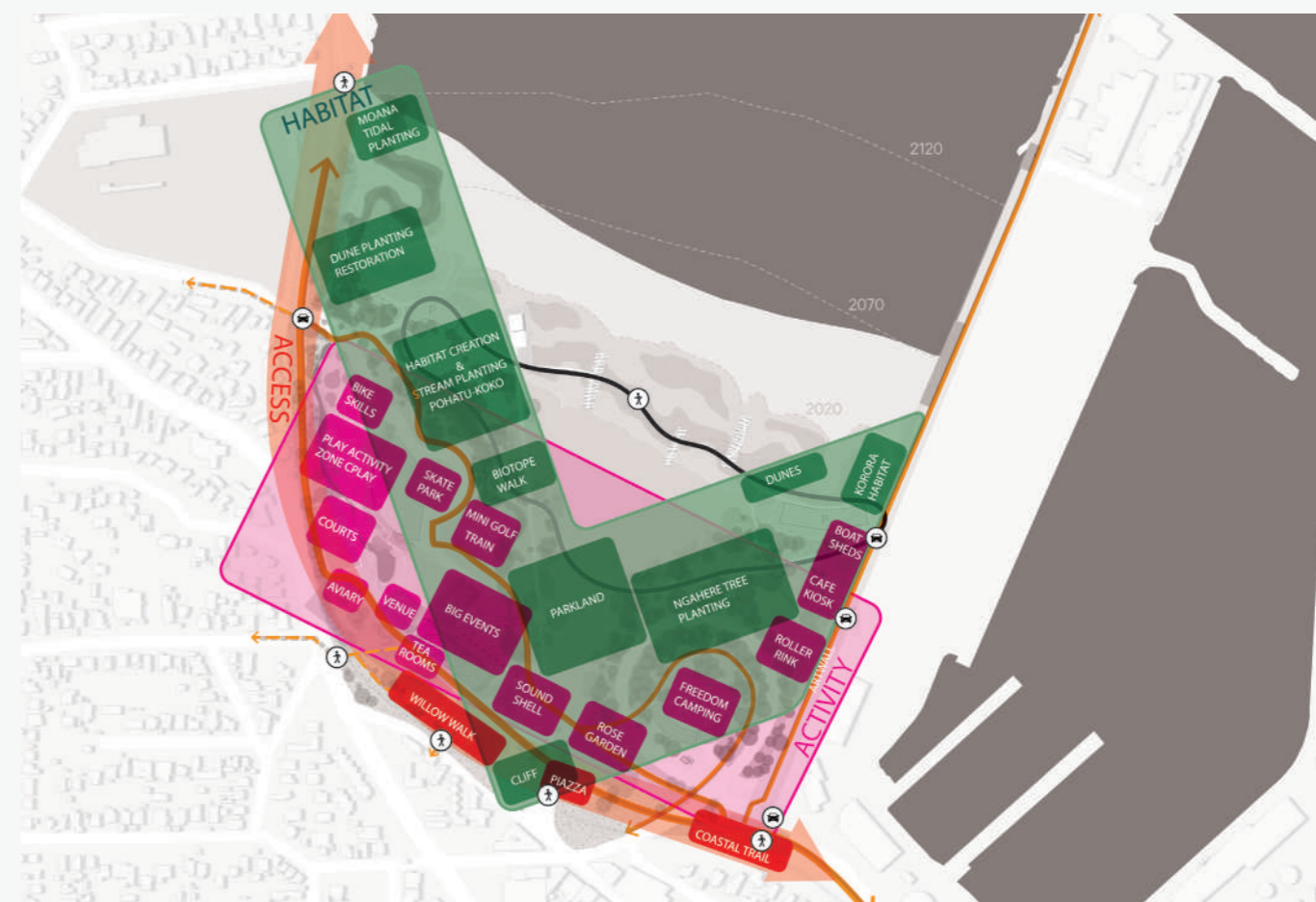
- Create a continuous cycle and walking loop around Caroline Bay
- Improve accessibility routes and celebrate entry points
- Speed interventions along marine parade

Seaside activity

In discouraging buildings along the waters edge, a dense activity hub develops and new lightweight structures activate the promenade. Activities can expand and contract, celebrating both the everyday activities & hero events.

- Activate marine parade with mobile vendors or movable kiosks
- Rationalise infrastructure in the entertainment and activity zone focusing on multi-use, flexible buildings that cater for diverse uses

Zoning Diagram



Site Photographs



Benchmarking of similar scale



Rotorua Lakefront. NZ.
This project celebrates the landscape values of this national taonga. It is a new relationship with the lake edge for future generations, one that respects the lake and enhances the wairua and mauri of this shared cultural landscape. Traces of the original shoreline are revealed by declaiming and decluttering the land to establish terraces and a softer ephemeral edge using abstracted forms, colour and texture unique to Rotorua.

Waterfront Park. Louseville, Kentucky USA.
Once a wasteland of scrap yards and abandoned industrial buildings, Waterfront Park is now a vibrant 85-acre green space that welcomes over 2.2 million visitors each year. Over the years, various phases have seen the regeneration of the open space. It host various festivals and events but there is also plenty of space to take a walk, ride your bike, do some yoga, or enjoy a breathtaking view of the city from the Big Four Bridge.

Site-specific considerations



Existing & Evolving Landscape

Caroline Bay has transformed into a destination park, emphasising environmental care through the dunes project and kororā penguin protection, reflecting a new appreciation by Timaruvians.



Park Scale

As beach areas shift, vehicle access to the agrgrading beach demands careful planning. Caroline Bay's vastness poses challenges for users navigating distances between destinations.



Access

Original main entry and buildings are located towards Wai-iti Rd where topography is more gentle and connectivity with the rest of Timaru is easier for pedestrians. This supports the highly successful CPlay destination.



Events, Activity & Heritage

Temporary installations and extensive open areas have always been used to welcome large crowds, impacting on the everyday/all year long layout of Caroline Bay. Large scale events vs. community everyday needs



Safety

The site lacks active frontages, making it feel unwelcoming, especially at night. Without businesses or residences overlooking the area directly (this only occurs in places and distantly along the cliff top e.g. The Bay Hill and Evans St accommodation), it remains underutilised and can appear unsafe, discouraging people from lingering.

Connection with the Centre

Access to Caroline Bay from the shore has been a challenge due to the cliff edge and barriers such as Port Loop Road and the railway line. Formerly, inter-regional seaside day trips occurred by train and then car when the shoreline was closer to the cliff edge.

Strategic Framework Alignment

Caroline Bay stands as a pivotal asset in Timaru's strategic framework, embodying the city's relationship with the sea and its historical evolution from the shoreline. It remains a significant green asset, highly valued by residents and visitors alike. Addressing the disconnection caused by Port Loop Road is crucial to reintegrate Caroline Bay with the centre, enhancing access and fostering a stronger bond between the sea and the city. By enhancing ecological linkages and providing accessible green spaces, Caroline Bay can continue to be a focal point for the community's social and environmental aspirations.

Outcomes Alignment

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Cultural narrative opportunities



5.8 PARKS & CIVIC SPACES EVIDENCE BASED SUMMARY

Timaru's Existing Parks & Civic Spaces

Caroline Bay is a considerable green asset for Timaru, highly valued by residents and attractive for visitors, in particular for the beach, the boardwalk and the award winning playground (C-PLAY). It is however severed from the centre by the Port Loop Road and by the railway line. Other small green open spaces are mostly disconnected and less convenient or attracting for people to access and inhabit being surrounded by vehicles and providing limited shelter or amenity. The green open space available to workers, residents and visitors in the centre is therefore inadequate. There is also a major opportunity for using our civic spaces to enhance the maritime or waterfront connection, a link that will attract visitors and revive the nostalgia and lifestyle aspiration of residents.

Researched & expert insights about Timaru

Desktop research, reports and site visits revealed some of the following SWOT insights (strengths, weaknesses, opportunities and threats):

Caroline Bay
As a premier park, Caroline Bay represents almost the full extent of green space in the heart of Timaru. Other small green open spaces are mostly disconnected and less convenient or attracting for people to access and inhabit being surrounded by vehicles and providing limited shelter or amenity. This was a repeated point throughout our engagement sessions and aligns with feedback from the CityHub Residents Perception Survey that highlighted that the third most important change to the look and feel of the heart of Timaru would be more greenery.

History of this place
With two streams now invisible under the centre, consultation revealed a disconnect with it's history as a landing place. How the urban context can reconnect people with this history was deemed important.

Access to Sea
The clifftops, the expansive area of Caroline Bay, the condition and visibility of bridges, the railway line and the heavy service vehicle routes, such as Port Loop Road, are significant barriers to connecting people to the water's edge from the town centre. Repeatedly we heard the importance of re-connecting the town centre with Caroline bay and the need for the wide intersection to be reconsidered to offer a safer crossing solution.

Topography & Population
Timaru's hilly terrain and numerous stairs and gradients present accessibility challenges, particularly for its ageing population. This limits mobility and highlights the need for more inclusive infrastructure planning and development. With 30% of swells and winds coming from the North East, the town centre needs spaces of shelter from the weather but also spaces for people to pause as they journey through the town centre.

Ecology & Natural Habitats.
The TDC Parks Strategy 2012 to 2022 emphasises a comparatively low provision of park land for the wider district, but a comparatively high provision of Premier Parks (Caroline Bay and the Botanic Gardens) for the size of the town centre. It identifies that the best option for urban areas to enhance the natural environment are ecological linkages that provide for habitat values, and walking and biking for which there is growing demand.

Activated Public Spaces
Various conversations with stakeholders and community revealed the importance of being able to activate the existing public spaces with the likes of music, food trucks, and informal play elements. Many suggested the need for these spaces to cater for these activities.



GREEN SPACES, RESERVES & WATERWAYS

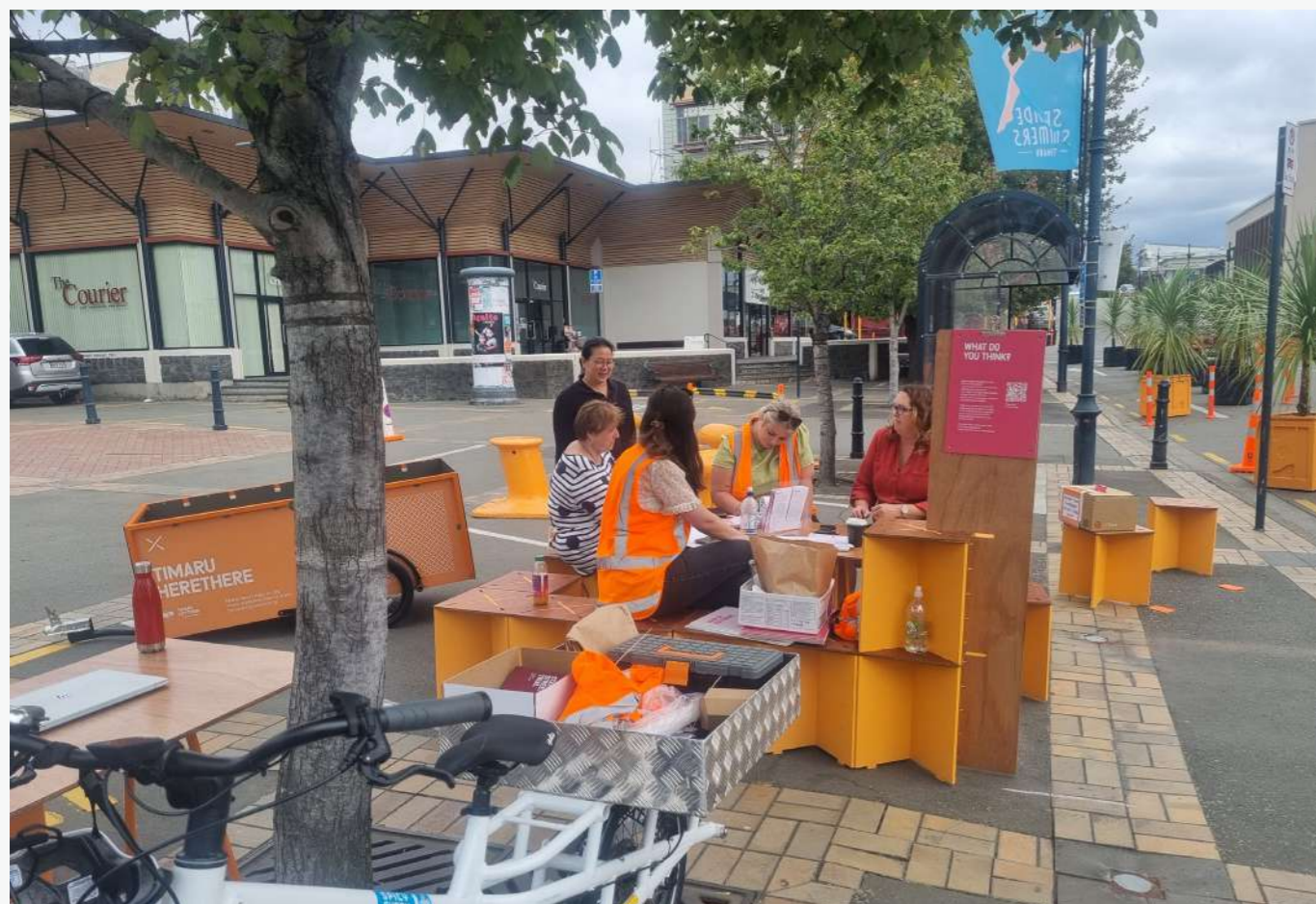
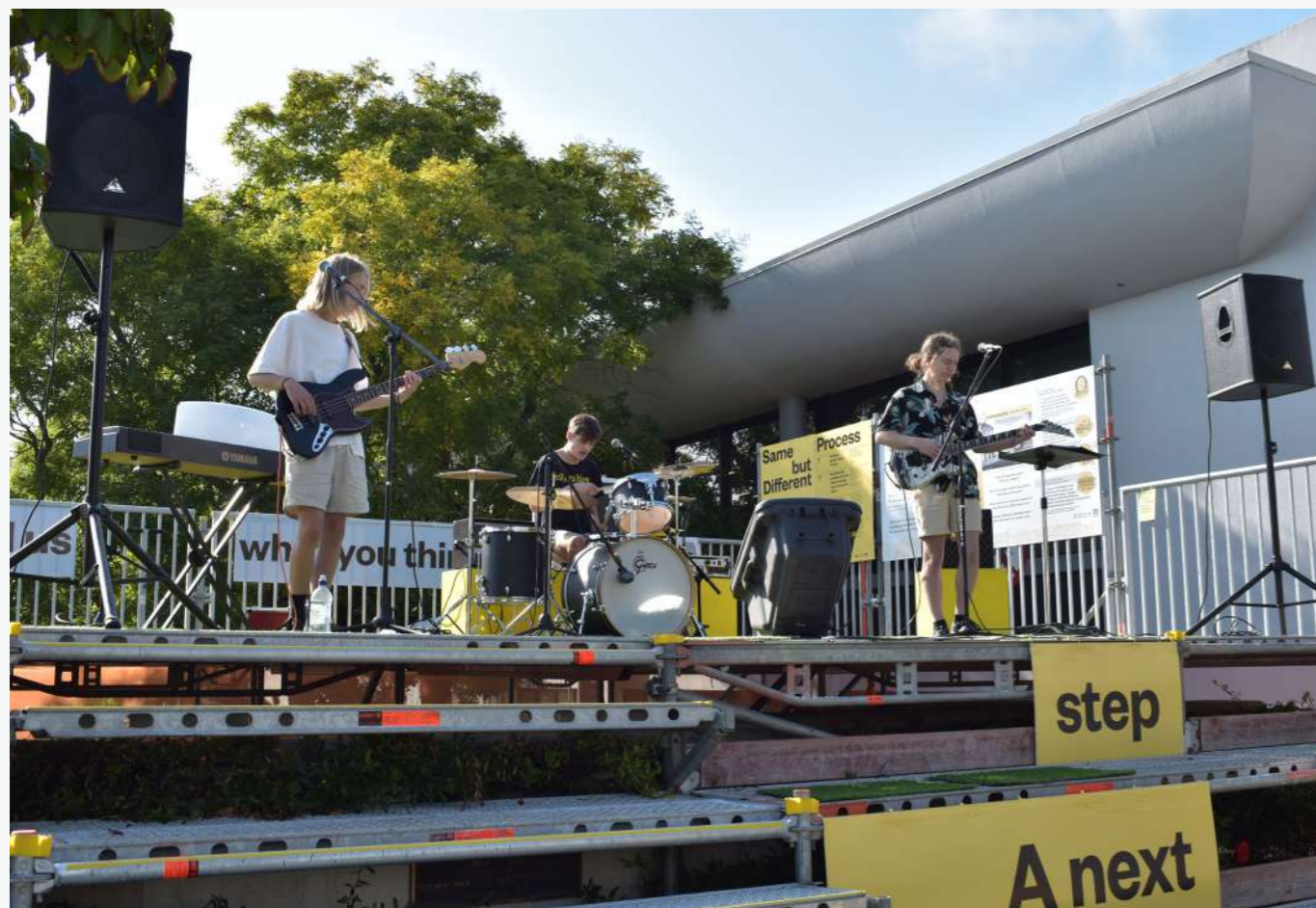
- 10 / 5 Minute walk
- 1887 Original Shoreline
- Historical stream
- Historic lagoon
- Penguin reserve areas
- American ash trees
- Significant trees



TOPOGRAPHY & LAND FORMATION

- View to port
- View toward Timaru centre
- View to Caroline Bay and mountains
- 360° view
- 10 / 5 Minute walk
- Valley
- Historical stream
- 1887 shoreline
- Shoreline history
- Frequent wind tunnels
- Terraces
- Shaded side of the street





Evaluation and monitoring

Quantitative and qualitative data was captured to formulate the Masterplan and the suite of civic space upgrade recommendations. This is not complete or conclusive, but rather establishes a baseline for ongoing data comparison over time to inform decisions. The most relevant parks and civic spaces insights from the CityTown trials relate to testing the appetite and readiness for changes to these spaces, the short and long term aspirations for related activity and the capacity to use existing assets better, and the incremental shifts that could promote vibrancy in the town centre. This helps inform investment priorities and sequencing, and where the focus for ongoing evaluation & monitoring should occur.

Quantitative monitoring and evaluation to date includes: pedestrian counts, bluetooth data, intersection cameras.

Qualitative monitoring and evaluation to date includes: online/ intercept surveys, trial observations and feedback, workshops and engagement, sensibel assisted participatory research. Site specific further investigations will be required to insure informed design decisions. Refer to the relevant documents and reports shown on pages 8&9 and relevant CityTown trial insights which can also be found here www.timarucitytown.co.nz/trials

What we heard from the community

The community also expressed a clear vision for enhanced parks and civic spaces throughout the centre emphasising the need for areas that balance shade and sun, and providing comfortable spots to linger and pause. The community want these spaces to remain adaptable and to be equipped with necessary infrastructure, such as power outlets and shelters, and to be able to host a variety of events. Additionally, the popularity of Loose Parts games suggests that permanent and informal play activities should be incorporated into any upgrades. Lastly, increasing green areas, and creating safer connections between them was identified as a key priority. An overview of the conducted trial findings are outlined below.

Insights from community feedback & trials.

<p>Design for play It is recommended to include more interactive and child-friendly features within the public space. This could include playful street furniture, or interactive installations to make the space more attractive for families</p> <p>Food/Cafe A cafe or food shop at the Bay would be a great opportunity for a private investor to explore particularly as we attract more urban pioneers for whom Caroline Bay would be their 'local' park.</p>	<p>Enable activity Feedback from intercept surveys stated that more activity, music, events, and arts would be a draw-card to these areas. Possible design considerations were flexibility of open spaces and street furniture to enable multi-purpose/ function of certain areas as well as infrastructure to support outdoor performances.</p>	<p>Inclusive for all Comments focused on more kid-friendly spaces and generally having more activity and food & beverages. Currently the spaces are suited for a certain demographic. There is a desire to see more consideration for families and accessibility for the elderly, and safety around the area to accommodate this.</p>
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Why are parks/civic spaces important?

The Value of Open Space:
Compared with apartments immediately adjacent to a local park, an apartment 500m away is expected to be 16.4% less valuable.⁶

Formal & Informal Play: The most common reason for going to a park is "bringing children." Play areas account for 25% of children's park use. Every play element added to a playground increases its use by 50%.⁷

Lingering: The provision of seating in public spaces can extend the time spent in some public spaces by 10-15mins. Lingering fosters social interaction and a sense of safety through the presence of other people. These factors contribute towards wellbeing, acceptance and preventing loneliness.⁸

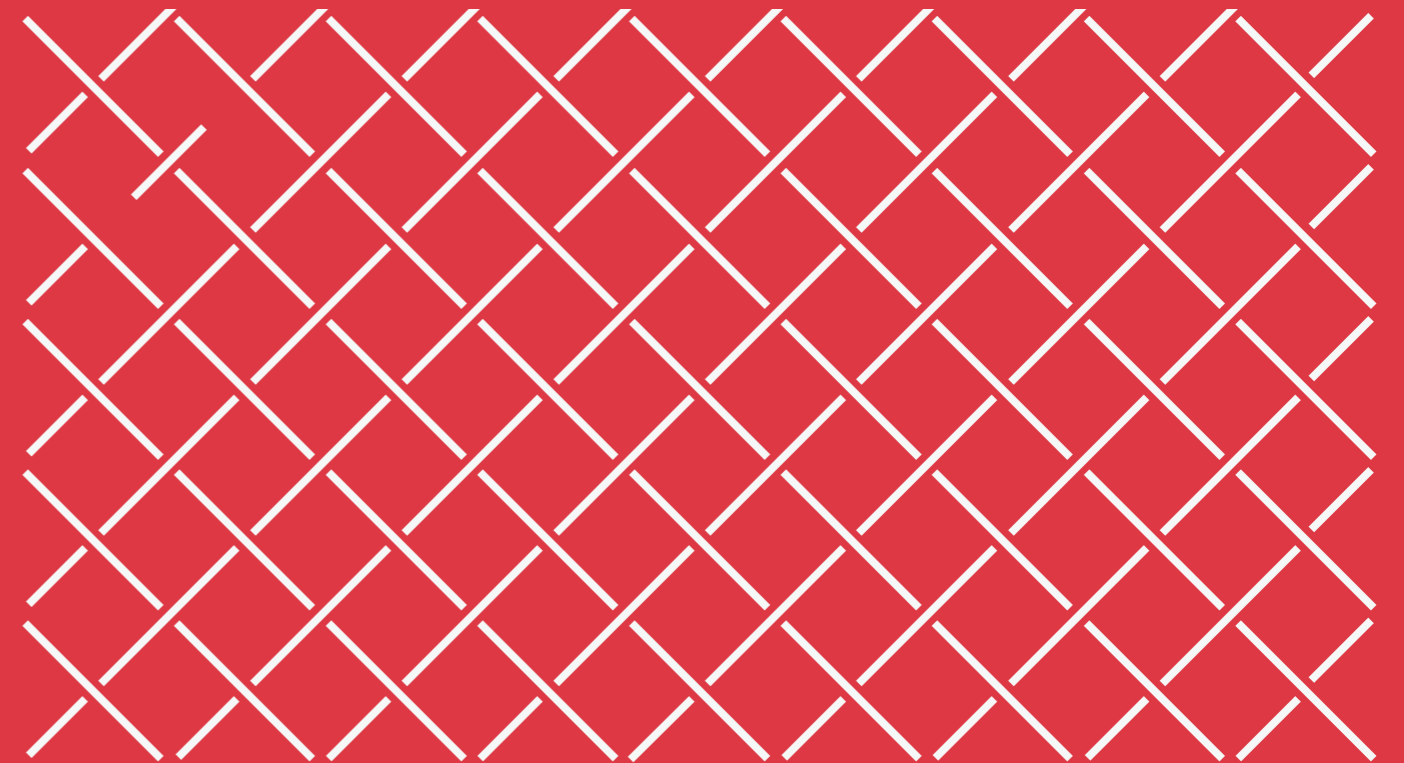
Loneliness: Social isolation issues face 2/5 NZ adults 65+ years and is highest among youths aged 15-24. Good social health provides a preventative measure for poor mental health.⁹

Value of Quality Public Realm: Fort Street shared space aimed to enhance pedestrian connectivity and amenity as part of a wider pedestrian network of lanes within Auckland's' town centre. Upon completion it saw a 54% increase in pedestrian volumes, a 47% increase in consumer spending and 80% increase in perceived safety in the area.¹⁰

1. Analysis of the Impact of Proximity to Open Space on Residential Property Values, Auckland Council 2016
2. City Parks Alliance, USA 2018.
3. People More Likely to Spend Time Together In Public Spaces, London School of Economics 2014
4. Social Connectedness Improves Mental Health, Loneliness.Org 2018
5. Global Designing Cities Initiative

TOWN VIBRANCY

This chapter focuses on the 'soft' ways of creating and fostering vibrancy: what you can achieve not with major developments and construction projects but with good systems of support and encouragement. These include a couple of key paid roles, a few new programmes with a bit of funding and good communication and alignment of Council, private and public efforts.



6.1 OUR PLACE, OUR PEOPLE

Top 7 Opportunities to increase vibrancy

1. Create a vacant space broker and a programme of pop-ups to fill empty shopfronts in the short term and to give local artists, makers, producers and more a platform to expand their presence in the city.

2. Improve the town centre intersections, giving pedestrian priority and increasing crossing times as plans are being made for physical changes to shorten crossing distances and improve visibility.

3. Create or fund an Arts & Events Coordinator role To be a single point of contact for the creative sector. This Coordinator should lead development of an Arts & Events Strategy with a clear focus on the central city. Proposed programmes such as the Temporary Public Art Programme and Popup Programme could be spearheaded by this new role.

4. Proactively seek and support trading in public places and outdoor dining in strategic locations to create more life on the street and reasons to come to the city. Make public callouts e.g. for two Friday afternoon food trucks at the Piazza, or in the Sophia St carparks by the Royal Arcade – and waive the associated fees.

5. Focus on the Royal Arcade as a place for hospitality, extending outdoor dining outside of non-hospitality tenancies and incentivising conversions to hospitality in the longer-term.

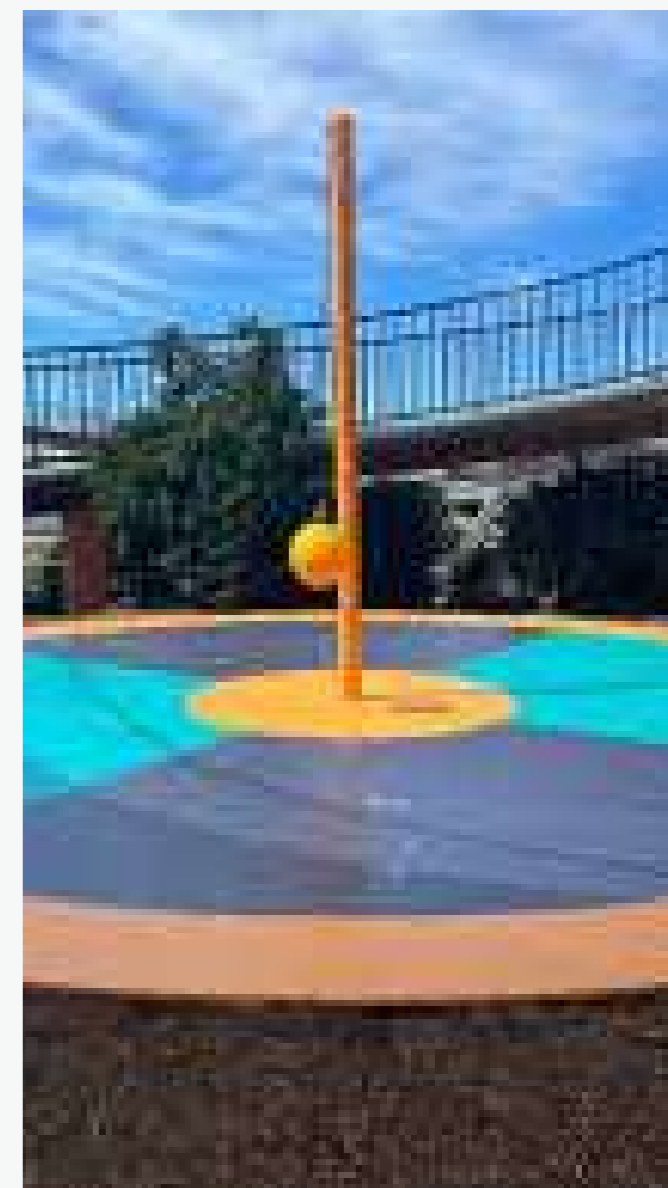
6. Make strategic use of the Built Heritage Protection Fund. For instance, develop criteria to focus for the next few years on the external appearance of buildings in the North Stafford and Creative Town Heart character areas; followed by a five-year focus on improving public access to heritage buildings in those areas through structural, occupancy and permitted use work.

7. Support a Strategic Development function Perhaps Venture Timaru (or TDHL) to enable key strategic developments in one or two priority heritage locations. By funding pilot projects or feasibility studies and liaising with developers, Council could add an enabling function alongside its regulatory role.

The top 7 opportunities listed here are a synthesis of participatory design and trial insights.

These initiatives invite an expanding network of community and business stakeholders to participate in town centre regeneration opportunities that can be enabled by Timaru District Council and its CCOs.

Past Activations in CityTown



6.2 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.

Imagine

1 EVERY SHOPFRONT IS FULL

Imagine a central Timaru with daily activity in every ground floor space, and an increasing range of residents and activities on the upper floors.

What are we doing already that we can build upon?

Developers have been making building improvements and attracting new and exciting tenants. TDC has previously led a programme to help owners identify next steps for their earthquake prone buildings.

What initiatives could we start in the short-term?

A Popup Programme for local makers & growers (see #7 and #8). Take on a short-term lease or two and make a call out to local makers and growers (and market stall holders) who'd like to try having a short-term shop front. This effectively pilots the medium-term establishment of a creative site broker.

What initiatives could we start in the medium-term?

Create a site broker for creative Timaru (see #7 and #8). It connects owners of vacant land & buildings with people who have big ideas to fill those spaces temporarily while longer-term tenants and plans are being worked on.

Rates incentive for property owners. When the broker matches a project to a vacant space, property owners are eligible for a rates incentive, which is capped for each project and for each year's programme.

What initiatives could we start in the long-term?

Drop-in spaces where people can hang out and access activities. For youth, elderly, kaumatua, intergenerational.

Lofty residencies (see #7 and #8). Using some upper floors for short-term artists-in-residence, chefs-in-residence, athletes-in-residence – to kickstart inner-city living and bring more activity to the town centre. Could be managed by the broker.

Who does what?

TDC funds the research and establishment of a Timaru-specific creative broker, external to Council (e.g. livs.org.nz). While that work is underway, TDC takes on two short-term leases in the Creative Town Heart, and pilots a 3- to 6-month Popup Programme, which could be run by an external event management or arts group e.g. with support from the Artisan Farmers Market. TDC starts work on the rates incentive, which may require a Policy change.

South Canterbury Chamber of Commerce or CBD Group could support pop-ups that may want to continue, with mentoring, training or advice.

Building owners offer vacant properties for the pop-up/broker programme, and support the rates incentive. If unsure, check if their upper floors have an historical right for residential use, and express interest in the Residency programme as a step towards having a residential tenant.

Creatives of all types get involved: have a crack at a pop-up space or residency. Youth, elderly and other support groups consider trying a short-term drop-in space to help clients and stakeholders feel more comfortable in the city.

Imagine

2 MORE PEOPLE WALKING ON THE STREET

Imagine Timaru as a 16-hour city, where you find a consistent number of people in the city from 8am to midnight, increasing the vibrancy and sense of safety.

The central city boutique fashion and other shopping offerings are already a big drawcard. Council has been improving accessibility and addressing the slippery tiles. And the MyWay bus stop parklets are reducing the need for cars. A few hospo and entertainment businesses are working hard at creating nightlife and Sunday trading.

Highlight and incentivise the use of off-street car parks. Encourage parking a block or two off the main street, and reducing the number of short trips by car. Increase the cost of on-street parking in the core. Consider wayfinding to assist with this shift.

Clarify and improve bike parking in the town centre. Possible partners: all the bike shops!

Reduce on-street car parks or time limits in the core.

Improve town centre pedestrian crossings, especially at Bay Hill. Increase crossing times, give pedestrian priority and shorten crossing distances.

Allow dogs on Stafford Street and in the Royal Arcade, on leads and in effective control. Circulate maps of dog-friendly businesses and places.

Highlight and improve the laneways and midblock connections with public art and urban play. Decrease the walking time and perceived distance from the edges to the centre.

TDC incentivises use of off-street carparks, and discourages long-term on-street parking. TDC improves and clarifies bike parking in the Creative Town Heart, and increases pedestrian priority at central city crossings. TDC makes bylaw and policy changes to allow dogs in currently prohibited areas. In the longer term, TDC improves the laneways and side streets with public art, lighting, etc.

Bike advocates and shops help promote the new bike parking and other amenities.

Businesses put your hands up to be promoted as a dog-friendly business. Dog advocacy and support groups like SCDC promote and support the changes, and help keep everyone safe.

Imagine

3 THERE'S ALWAYS SOMETHING HAPPENING

Imagine if there's always something to stumble upon in town: live music, workshops, events. Big events (i.e. Matariki Night Market) are complemented with a range of smaller activities day and night.

What are we doing already that we can build upon?

The CBD Group has established a Business Improvement District with a vision that 'Our central destination is the number one choice where people want to work, live and play. Our business district thrives both economically and socially'. Recent work has been done to clarify rules and encourage more busking, and regular events like Saturday Live! are well established.

What initiatives could we start in the short-term?

Prioritise events in the central city. Through funding criteria and relationships, try to encourage more small events in central locations, perhaps linked to the development of the fitness trails.

Further clarify and simplify the busking policy and process. Allow busking at Strathallan Corner and the Piazza and provide on site signage or links for booking.

What initiatives could we start in the medium-term?

Develop an Arts & Events Strategy. Provide focus and prioritise certain sizes and types of events for the central city.

Clarify roles for groups with an events focus, e.g. Venture Timaru can focus on large, hero events, many in Caroline Bay; the new CBD Group can focus on (large?) Central city events in support of business; Council and other external partners can develop a new events stream focusing on smaller community events in the city; and then a wide range of groups delivering suburban and sporting events.

Create an Arts & Events Coordinator role in Council or Venture Timaru (see #3). A single point of contact for people and groups wanting to run events and arts projects in Timaru who can guide and advocate for the creative community.

Encourage the Museum (see #9), Library and Aigantighe (see #8) to continue to have regular outreach activities or satellites in the city and resource.

What initiatives could we start in the long-term?

Establish clear booking systems and processes for the public power outlets in the city, and provide shelter and seating in key performance locations.

Slight amendments to the Public Places Bylaw, as required.

Who does what?

TDC engages widely to help develop an Arts & Events Strategy with a clear focus and role for central city events. TDC resources and supports key events partners including Venture Timaru and the CBD, and supports the BID strategic plan. TDC creates a new Arts & Events Coordinator role to help external people and groups create more city vibrancy. This coordinator could help encourage clearer and more welcoming policies and systems e.g. for booking civic spaces for events.

South Canterbury Museum, Libraries and the Aigantighe get involved in development of the Arts & Events Strategy, and align outreach activities.

CBD Group and Venture Timaru make use of the new Arts & Events Coordinator, and make sure the Arts & Events Strategy includes some of your priorities, which you then deliver on.

Anyone and everyone who might perform or help organise and deliver an event - get engaged and consider if you have a role in the central city.

4 THE STREETS ARE PLACES

Imagine if the streets and outdoor areas were places in their own right, not just ways of getting somewhere.

What are we doing already that we can build upon?

There are some regular events showing the appetite for late night shopping with entertainment, especially on Friday nights. There are a few pockets of outdoor dining, and the CityTown team tried out table tennis, tether ball and other recreational uses of the street. There are a lot of self-guided tours of local history and activities, e.g. Timaru Trails and Wuhoo Timaru

What initiatives could we start in the short-term?

Play Trails & Fitness Trails. Maps of ways of playing and being active in the city, using existing facilities, and trying to 'lure' people from existing hotspots e.g. C-Play into the city.

Create a new Play Advocate role for the city, or support such a role in another organisation.

Improve and encourage outdoor dining. Waive fees, at least temporarily, even just for a few strategic locations.

What initiatives could we start in the medium-term?

Amend the Public Art Policy and create and fund a small temporary public art programme targeting strategic locations (see #8). The programme could be coordinated by an external partner.

Support Trading in Public Places in the central city (see #7 and #8). Encourage shops to display more wares on the street, and create some 'pre-approved' locations for street trading.

Parklets programme / hire. Use the LTU-approved parklet kit as the basis for a parklets programme to get more varied activity happening on the city streets. The programme could be coordinated by an external partner.

Play Trail Stage 2. Develop some new and seasonal play trail additions with partners.

What initiatives could we start in the long-term?

A more welcoming regulatory framework, with amendments to the Trading in Public Places bylaw, and reconciling the perceived clash between the bylaw and District Plan. Take a pro-active approach to encouraging, seeking and subsidising activity in the locations you want it, rather than an approach of waiting for others to approach with requests.

Who does what?

TDC actively encourages outdoor dining in Bay Hill, North Stafford and the Creative Town Heart. TDC engages someone local to put together the Play Trail materials, and promotes it. TDC creates a Temporary Public Art Programme, a Trading in Public Places Programme and a Parklets Programme - and proactively seeks delivery partners in strategic locations in the central city. TDC may opt to engage existing external groups or companies to coordinate these programmes.

Wuhoo Timaru, Sport Canterbury, YMCA and others: lead or participate in the play trail development. Sport Canterbury and TDC develop the play advocate role.

Aigantighe, Ignite and other arts groups help develop and deliver the Temporary Public Art Programme.

Business Owners consider whether you might benefit from outdoor trading on the street or in a parklet outside your business, or at a satellite location. Consider whether you could support a play space adjacent to your business (e.g. set up, packdown)

Imagine

5 THE ROYAL TOUCH

Imagine if the Royal Arcade, unique in New Zealand, was the buzzing hive of activity so many people want it to be.

What are we doing already that we can build upon?

Some developers have a vision for Royal Arcade and are starting to put it into action. Hospitality outlets are slowly on the rise. An occasional public event or installation enlivens the arcade.

What initiatives could we start in the short-term?

Support a marketing strategy for an 'entertainment zone' that includes Royal Arcade.

Extend outdoor dining outside of non-hospitality tenancies.

Waive fees and offer support for conversions to hospitality (change of use, code of compliance, etc.)

What initiatives could we start in the medium-term?

Make Royal Arcade one of the key locations for the temporary public art programme.

What initiatives could we start in the long-term?

Get new fire engineering reports, and develop clear guidelines on fire safety, occupancy, egresses and permitted activities.

Who does what?

TDC increase and support outdoor dining and hospitality conversions in Royal Arcade. TDC include Royal Arcade in the Arts & Events Strategy, Temporary Public Art Programme and Trading in Public Places Programme.

TDC partner with Building Owners and TDC partners to undertake new fire engineering reports and clear guidelines for occupancy and special events.

Venture Timaru, CBD Group, Building and Business Owners put heads together on a marketing campaign that includes Royal Arcade.

Artists and Arts Groups consider temporary public art proposals for Royal Arcade.

Hospitality Businesses (and prospective ones) consider exploring a location in Royal Arcade.

Imagine

6 SEASIDE STORIES RIVIERA OF THE SOUTH

Imagine if Timaru felt like, and was considered, one of the top coastal cities in New Zealand with easy access to the water and a celebrated maritime connection and history.

What are we doing already that we can build upon?

Caroline Bay is one of the top beaches in the country. There's a long history of place stories and city taglines that highlight Timaru's beachfront location. Events like the Seaside Festival anchor this identity, and Timaru's status as a sporting hub includes water sports like surfing, white water rafting, kayaking, fishing and sailing.

What initiatives could we start in the short-term?

Improve the walking experience between the city and the water, so the Bay and city don't feel so separate - especially Station St, Strathallan St and Port Loop Rd.

Storytelling in the streetscape. Build upon Seafarers Corner and the Capt Cain statue in the city to tell more nautical stories, with recovered Port objects and more always pointing to that coastal connection.

What initiatives could we start in the medium-term?

Make a bit more of the penguins with a small streetside, non-invasive seating area nearby where people can wait as dusk falls.

Improve the walking experience of Marine Pde.

Encourage water sport hire facilities near the water's edge to help everyone experience the sea in different ways.

What initiatives could we start in the long-term?

Develop an elevated vantage point where people might ship-watch and enjoy their lunch.

Develop a seaside building into a covered public market (See #7 and #9).

Who does what?

TDC improves the footpaths and walking experience from city to shore. TDC facilitates more physical markers in the city that refer to the beach and sea. TDC leads conversations to develop a penguin platform and Marine Pde Promenade, and a small public space near the Port.

Venture Timaru and Developers work together on a business case for a suitable seaside building into a covered market and food hub.

Penguins First and Timaru Penguins ensure any rest area development doesn't impinge upon kororā habitat.

Business Owners consider setting up a beachside kiosk or other cost-effective means of hiring out kayaks, SUPs and more, with TDC supporting Trading in Public Places.

Imagine

7 AMP THE AGRICULTURE

Imagine if Timaru's role as a food basket for New Zealand was prominent and celebrated throughout the city day in and day out.

What are we doing already that we can build upon?

The Artisan Farmer's Market brings local produce into the city every Saturday. SCOFF highlights local produce and products and the restaurants in the city making use of them. The District's economy is strong and resilient.

What initiatives could we start in the short-term?

Storytelling in the streetscape perhaps through the arts and play trails. The rural connection is less present in the city than the maritime history. Consider ways of highlighting agricultural history and successes.

A pop-up Programme and vacant shop broker to support more producers to try a pop-up shop (see #1 and #8).

What initiatives could we start in the medium-term?

Trading in public places programme in a targeted location or two to support market stalls throughout the week (see #4 and #8).

Consider ways of extending the focus SCOFF puts on local producers year-round. Perhaps the vacant spaces broker could facilitate a local food collective pop-up.

What initiatives could we start in the long-term?

Progress the food hub concept, perhaps in conjunction with a covered public market (see #6 & #9).

Central city residency programme, for more producers and chefs living in the city and having a presence there (see #1 and #8).

Who does what?

TDC leads work on storytelling in the streetscape and the Trading in Public Places programme.

Venture Timaru works to progress the food hub concept.

Local Producers and groups like Federated Farmers South Canterbury might advise on agricultural success stories to share, and creative ways of telling them in the city.

Local Producers too small to take on a shopfront or daily market stall could try to form a collective.

Imagine

8 LOCAL ARTS & CRAFT

Imagine if the vast number of local artists and makers had a strong visual presence and impact in the city.

What are we doing already that we can build upon?

There are simply loads of artists, theatre groups, weavers and so much more who are not well networked or operating as a collective. The Aigantighe is a huge resource and repository of knowledge, with a track record of successful city outreach activities. Many artists have (mostly upstairs) studio spaces in the city.

What initiatives could we start in the short-term?

Develop the Public Art Programme (see #4) in such a way that a wide range of artists and makers can be involved - e.g. not just sculptures.

A Popup Programme and creative broker to support more artists and crafters to try a popup shop (see #1 and #7).

Amp the boutique fashion with marketing and e.g. Ara Institute fashion students getting involved in the Popup Programme & Residency Programme.

In the short-term, resource a part-time coordinator for Ignite or similar community group to promote and link all the arts activity in Timaru.

What initiatives could we start in the medium-term?

Trading in public places programme in a targeted location or two to support market stalls throughout the week (see #4 and #7).

Encourage the Aigantighe to have satellite outreach activities in the city (see #3).

An Arts & Events Coordinator role in Council to help ramp up creative presence in the city (see #3).

What initiatives could we start in the long-term?

Central city residency programme, for more artists and makers living in the city and having a presence there (see #1 and #7).

Who does what?

TDC leads the development of the Public Art and Popup Programmes, and the Residency Programme. All of this is supported by the new TDC Arts & Events Coordinator role.

Aigantighe continues and intensifies city outreach activities.

Artists and Makers get engaged in the Public Art and Popup Programme.

Ignite or a similar community group carries on promoting all the arts in Timaru, creating and sharing opportunities for the creative community to come together, interact and feel more unified.

Imagine

9 HERITAGE

Imagine if the cultural and built heritage of Timaru was as much of a drawcard as the gothic in Dunedin.

What are we doing already that we can build upon?

TDC created a new fixed term role and programme to support owners of earthquake prone buildings to restore and preserve them. There are architectural gems waiting to be revitalised. Te Ana is a nationally significant venue sharing cultural heritage and running tours.

What initiatives could we start in the short-term?

Continue and expand the Earthquake Prone Building support programme. Include support and advice for accessing capital, especially from non-bank lenders (see #10).

Continue and promote the heritage trails and self-guided heritage tours on offer.

What initiatives could we start in the medium-term?

Make strategic use of the Built Heritage Protection Fund, e.g. with criteria to focus for the next several years on the external appearance of buildings in the North Stafford and Creative Town Heart character areas; followed by a five-year focus on improving public access to heritage buildings through structural, occupancy and permitted use work.

Encourage the Museum to have satellite outreach activities in the city (see #3).

What initiatives could we start in the long-term?

Create a Strategic Development role and portfolio in Venture Timaru or TDHL to enable key strategic developments in one or two priority heritage locations.

Who does what?

TDC continues the EPB programme, and leads engagement to develop criteria for the Built Heritage Protection Fund. TDC establishes and funds a small Strategic Urban Development function in one of the CCOs.

Civic Trust and other heritage groups help develop criteria for the Fund and provide advice to the Strategic Urban Development function.

Venture Timaru and TDHL consider how they could best achieve a new Strategic Development function (see #10).

Imagine

10 SUPPORT CENTRAL LIVING

Imagine if there were far more central city homes and apartments, bringing more around-the-clock people into the city and supporting more shops and activities.

What are we doing already that we can build upon?

District Plan Changes
Development of EPB Performance Development Recommendations
Development of CityTown Urban Living Study
Development of Making it Happen

What initiatives could we start in the short-term?

Continue the EPB support programme, and expand it to include support for conversions to residential (see #9).

What initiatives could we start in the medium-term?

Encourage upper floor residential conversions for buildings in the North Stafford, Creative Town Heart and South Stafford character areas. Waive Council fees temporarily for targeted consent processing in certain geographical focus area.

Explore and develop central city amenities to support people who have barriers to downsizing: bike storage facilities, long-term parking options at the city edge, a tool library and shared workshop space, etc. It could, in full or in part, operate as a contestable 'city residential support fund' with spend prioritised in response to feedback from the Strategic Urban Development function and stakeholders.

What initiatives could we start in the long-term?

Explore and develop other lifestyle support measures for people living and working in the city, e.g. a city creche.

Who does what?

TDC include residential support in the EPB programme, and waive or reduce fees for conversions. TDC lead scoping and conversations around central city amenities to support residential, and actively seek partners to deliver or help deliver those amenities; and/or develop funding criteria and seek applications from potential providers.

Building Owners explore the viability of residential conversions.

Business Owners consider what services you could provide to cater to this new market of central city residents.

Venture Timaru lead the promotion and creation of more residences in the city. This could go hand-in-hand with the proposed Strategic Development function (see #9).

6.3 VIBRANCY EVIDENCE BASED SUMMARY

Timaru's Existing Places & Events

Given the chance, Timaruvians mostly talk about what they love about the place and their vision for the central city, some harking back to the 'heyday' with lots of people on the street, late night shopping, and cafes open on Sundays. This sort of vibrancy is holistic and the investment required is circular (i.e use it or lose it).

Interesting buildings and an inspiring streetscape and public spaces support a wide range of activity day and night. Social events and non-commercial activities bring more people into the city and help them feel connected, which in turn supports more shops and restaurants. Developers and prospective business owners take confidence from the activity and optimism to invest their money and energy into further enlivening the city. Buskers thrive where more pedestrians are passing by, which improves everyone's experience and attracts yet more people. There are virtuous circles everywhere in thriving cities. Everyone has a role to play not only in enjoying but in creating and supporting vibrancy.

Researched & expert based insights about Timaru

Desktop research, reports and site visits revealed some of the following SWOT analysis (strengths, weaknesses, opportunities and threats):

Royal Arcade
A sheltered through passage that has a lot of character and has immense potential as an attraction for various users.

Heritage Buildings
The distinctive streets and industrial edges of Timaru are defined by the presence of fine Victorian and Edwardian heritage buildings imbuing a sense of place and in turn economic value. This unique architecture is a result of the 'great fire' in 1869 which destroyed 39 wooden buildings on Stafford Street, rebuilt using bricks and stone

Vacant Buildings
Long-term vacant shops were observed along the high street. These were heard to not be uncommon and are detracting from the vibrancy of the centre. Activating these spaces through arts and creative programmes was deemed a possible solution.

City Events
Timaru hosts a full calendar of seasonal and annual events from the weekly Saturday morning Artisan Farmers Market and the annual Matariki light festival to a range of happenings in Caroline Bay including the Rock and Hop festival, Rose Festival, Timaru Gypsy Fair and Summer Carnival (now in its 112th-year). More recently with Ignite Timaru that has activated the town centre streets.

Arts & Culture Scene
Timaru is home to permanent attractions such as the Te Ana Māori Rock Art Centre, the South Canterbury Museum and the Aigantighe Art Gallery. These paired with the Art and Design centre at Ara, the public sculpture and street art self-guided trails and a number of independent theatre clubs, galleries and art collectives contribute to the thriving yet 'hidden away' art and theatre scene in Timaru.



EVENTS, ACTIVITIES & ART

- 10 / 5 Minute walk
- Street art
- Museum, theatres and galleries
- Permanent activities
- Frequent/well known events
- Infrequent/lesser known events
- Potential areas for activity/activations



HERITAGE

- 10 / 5 Minute walk
- Heritage buildings
- Original landing points
- Historic town border
- Original shoreline
- Terraces





Evaluation and monitoring

Evaluation and monitoring for vibrancy in the town centre was measured through quantitative and qualitative data.

Quantitative monitoring and evaluation to date includes: number of participating businesses and artists.

Qualitative monitoring and evaluation to included: online/intercept surveys, trial observations and general feedback. Site specific further investigations will be required to insure informed design decisions. Refer to the relevant documents and reports shown on pg 8/9 and relevant CityTown trial insights which can also be found here www.timarucitytown.co.nz/trials

What we heard from the community

We heard a lot about the community's desire for more life on the streets: events, outdoor dining, people out at night, shops open late. Things to keep young people from leaving. But the people and groups working to create vibrancy in Timaru say it feels more difficult than it needs to be. There's not a strong culture of trying new things, because audiences and customers are hesitant with the unfamiliar. People find it hard to find out whether they'll need permits or approvals, what the criteria are and how to go about it. The importance of 'fairness' has deep roots in Timaru, which often enables one dissenting voice to scupper an idea that's worth exploring. Trials like Ignite Timaru and Codebreakers revealed a strong appetite for supporting local artists, creatives, and businesses. During IGNITE, over 44% of respondents stayed for 1-2 hours, and 24% stayed for 3-4 hours. While 43% of attendees said the event met their expectations, and 32% said it somewhat met expectations, feedback indicated a need for more cohesive programming and better promotion to attract more people and help them plan their time at future events. The central city needs some gentle momentum: some small and regular things like arts programmes and weekly events.

Insights from community feedback & trials.

Council Arts/Events Coordinator: Having a single point of contact to help people navigate approvals processes would be beneficial. Someone who actively seeks partners to deliver Friday night events (e.g.) instead of waiting for someone to apply obstacles.

Infrastructure to support outdoor performances in the city: public power points, clear booking systems, shelter (portable or permanent), help with promotion. There are lots of buskers and groups who'd make use of this.

Late night shopping: Clear support for late night shopping (and entertainment) Friday nights but many shop owners don't think it'll be worth their while, and don't want to work late Fridays. Needs enough scale and commitment to reach critical mass.

Youth activity: More things for young people to do in the city are a must. Urban play and youth-friendly events, spaces to hang out without needing to spend money.

Fill the Vacant Shops: See the vacant shops as an opportunity for people to try new things with low cost and commitment. Implement a range of measures to incentivise short-term uses of vacancies.

Royal Arcade Activation: As a unique and well-loved treasure, there is the desire for this space to be used more for events, outdoor dining and arts installations.

Why is placemaking important?

Programming: Nothing increases park use and physical activity as much as programming – i.e. providing supervised activities to help people make use of the space – with each additional supervised activity leading to a 48% increase in park use and a 37% increase in physical activity. In particular, seniors and teen girls are underrepresented in parks and benefit greatly from programming targeted at their needs and interests.¹

Filling Empty Shops: New powers from the UK Government have come into effect May 2024 to combat high street vacancy that will allow local leaders to take control of empty properties blighting high streets and rent them out to local businesses that want to use them. High street shops vacant for over 1 year will be auctioned off (no reserve price) for a rental lease of up to 5 years.²

Heritage Retention & Reuse: The built environment sector accounts for 40% of global green house gas emissions. 50% of this is due to construction/ deconstruction. Not only does heritage building retention and re-use maintain a sense of identity within cities but it also makes carbon savings of 40-70% when compared with new builds (and using recycled materials).³

1. City Parks Alliance, USA 2018.
 2. Department for Levelling Up, Homes and Communities, UK, 2024
 3. Building a World Free from Waste and Pollution, Ellen Macarther Foundation 2021

ENABLING DELIVERY & NEXT STEPS

This chapter outlines tactics to guide the council in achieving the Strategic Framework and final Masterplan vision. It identifies strategic starting points in private investment, vibrancy unlockers, public space infrastructure, and transportation shifts. A timeline sequence navigates priorities, ensuring a coordinated approach that delivers a holistic vision benefiting all of Timaru. This involves pinpointing key investment areas, launching funded programs, and fostering collaboration between the council, private sector, and public initiatives to ensure benefits extend beyond individual geographic footprints to the entire community.



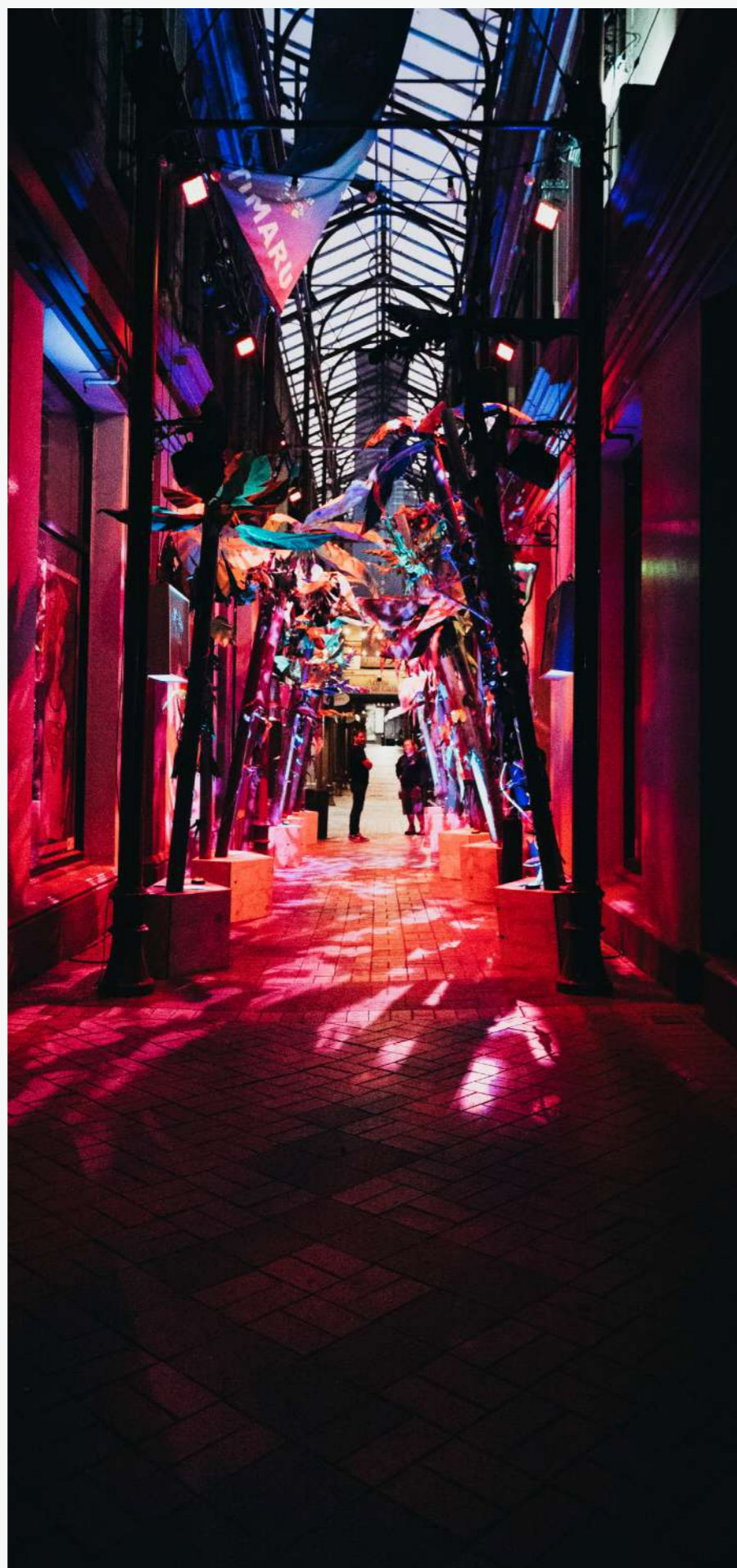
7.1 NEXT STEPS

Urban regeneration seeks to create new opportunities both for the local community and for businesses looking to invest in the area by repurposing underused land and buildings. The key is public and private co-investment.

Council's role is to enable the repurposing and creation of mixed-use buildings and spaces, and to ensure that infrastructure and public realm renewals can help to regenerate the built environment.

The purpose of the Masterplan is to guide a programme of future investment that will stimulate growth and promote sustainability. This relies on meaningful collaboration and partnership with investors and developers, alongside a collaborative approach with the community and businesses/business association (CBD Group) and with Council's CCOs to create events and promotional planning, dedicated roles and programmes that help nudge things in the right direction for Timaru.

Unlocking greater vibrancy in the town centre is explained in the previous chapter, and is less reliant on sequencing timeframes. Here we explain the core components of public and private investment and the dependencies between them that may determine sequencing. This chapter acknowledges continued alignment and strong relationships with contributing workstreams, organisations and their strategies as part of the CityTown regeneration programme.



PRIVATE INVESTMENT ADAPTING AND REVITALISING BUILDINGS AND ACTIVITIES

Core components:

Private investment could include a range of opportunities, particularly focused around

- Adaptive reuse of heritage and earthquake prone buildings, including residential above street level, indoor markets, interim uses and pop-ups for vacant shops
- New live-work development opportunities inserted into central city CCZ and MUZ zonings in PDP (residents, business entrepreneurs, hospitality, accommodation etc.)

Desired outcomes:

1. Increase business and investor confidence in the urban centre
2. Attract and accelerate residential development in the centre
3. Entice 'urban pioneers' by catering to people likely to make the first move to urban living and local business incubation
4. Uphold quality standards to ensure that value proposition is retained for future investors
5. Encourage the restoration of heritage buildings to retain character in the centre as a major attractor
6. Counter the trade-offs in downsizing with ample amenity, storage and ways to get around.

Evidence-based justification

- Increasing inner city population creates more vibrancy and demand for shopping, hospitality and entertainment
- Timaru offers an outstanding seaside lifestyle that is affordable
- Characterful and quality offerings will create more demand
- Proximity between living and working premises reduces the need for travel and increases leisure time
- The presence of people after hours creates a day/night buzz
- There is a pent up demand for retirees and empty nesters in the Timaru District to downsize, and a need for worker accommodation to serve hospitality, port, trades and primary production.
- Conversion of heritage buildings into indoor markets or innovation hubs/incubators for small business has been successful elsewhere (e.g. Riverside markets)

Priority Locations

- Potential for comprehensive development- South end of Stafford
- Vacant sites and carparks- infill
- Existing character and heritage buildings- adaptive re-use- above street level
- Vacant shops (revived businesses) - CCZ and MUZ zonings in PDP

Priority Projects

- Development opportunities identified (willing landowner, willing investor)
- Supports the Creative Town Heart

Dependencies

- Renewals (underground services to support growth demand and future capacity)
- Amalgamation of lots for comprehensive outcomes where relevant
- Demolition of existing buildings
- Use of offstreet parking/ parking buildings

Mechanisms for success

Actions

- PDP activity status, standards & rules
- Quality Guidelines
- Enabling toolkit and co-ordinator roles
- Promotion Pilot and partnership
- Comprehensive Development Plans for blocks and identifying location of laneways and mid-block linkages

Future funding options

- Financing entities and partners
- Incentives and fee waivers
- PDP and any future joint variation/ comprehensive development plan overlay/plan change process
- Business Investment District (BID) funding mechanisms

Potential Partners

- Led by Venture Timaru, economic and tourism development agency (CCO) in partnership with TDC
- Supported by TDHL (CCO) and property portfolio and investment manager
- Co-ordination with the CBD Group and Business Association
- Cross-council co-ordinator role
- Experienced development mentors (e.g. Vinegar Lane model)
- Potential for neighbouring building

owners to achieve seismic upgrade and consenting milestones as a 'partnership' model.

- Iwi and Te Papatipu Rūnanga property/housing development entities and community housing providers (CHPs)
- Panel of qualified architects/heritage and EPB advisors/designers and construction companies to uphold standards and knowledge

Conditions for making it happen

- Champion networks, promotion and advocacy
- Champion data sharing and consistency fo practice standards
- Celebrate exemplars, pilots, precedents and showcasing the positive outcomes and best practice
- Ongoing survey and data collection to provide evidence of growth and demand
- Support for incremental and adaptive changes of EPB and local building owners
- Fill the gaps - i.e. pop-up events and experiences e.g. indoor markets, pop up for creative community showcase
- Continue to reduce vehicle volumes and speed to support pedestrian safety
- Walking and cycling connections to coastal trails/ Caroline Bay to attract new residents and support businesses
- Quality streetscape and civic space upgrades- i.e. the shared urban backyard

Relevant Contributing CityTown programme documents include

- 'Making it Happen' Residential guide (VT)
- CityTown Urban Living Study
- CityTown Strategic Framework
- EPB Performance development recommendations
- Timaru residential property market study 2022
- Timaru CBD Group Draft Strategic Plan
- Proposed District Plan
- CityTown Interim Investment and Delivery Plan
- Benefits Realisation Plan (Draft) - VT

PUBLIC INVESTMENT ENHANCING & UPGRADING CIVIC SPACES, STREETS AND LANEWAYS



Core components:

Public investment could include a range of opportunities, particularly focused around

- Civic spaces and buildings particularly the upgrade of Strathallan Corner, Heritage Place, Bay Hill Piazza and crossing, and consideration for the co-location of the library with either the theatre and museum OR Council services.
- Streets and laneways/ arcades including better use of existing (Royal Arcade/ Beswick St/de-clutter Stafford St), and upgrades to streets as greenways/ one-way streets.
- Underground services and renewals as required to address repairs and capacity upgrades as required, alongside a 'dig-once' approach to complete above ground improvements

Desired outcomes:

1. Leverage civic space to spur economic activity and increase vibrancy
2. Invest in civic space to support urban living and public life (function of urban centre as a gathering place for social/cultural exchange)
3. Environmental stewardship, water collection and urban nature.

Evidence-based justification

- Quality of life and place attracts people
- Civic infrastructure investment supports cultural activities & social interactions
- Civic spaces are well known and have strong place story

Priority Locations

- Character/port heritage vibe
- Innovative businesses/hospitality hot spots
- Natural character supported by greenways and views
- Centre of town, bookends

Priority Projects

- Strathallan corner and greenways
- Heritage Place & Royal Arcade
- Bay Hill piazza and crossings
- One way Stafford- north and south

Dependencies

- Complement other development
- Support most viable urban live-work areas to accelerate inward migration of urban pioneers
- Modal shifts and safe journeys (improve pedestrian environment)

Mechanisms for success

Actions

- Start with the Creative Town Heart
- Complement day/night attractors
- Leverage existing assets
- Connect Caroline Bay
- Future funding options
- Green infrastructure/ climate adaptation funding- MfE/ central Gvt?
- Development contributions
- Part of Central Gvt regional deals package? Demonstrate economic benefit to region

Potential partners

- CBD Group/Business Association
- Māori and other local artists
- Timaru Civic Trust
- Central Government funders
- Utility Providers

Conditions for making it happen

- Public support
- LTP funding
- Renewals Programme Plan- co-ordination of services and dig-once approach

Relevant Contributing CityTown programme documents include

- CityTown Strategic Framework
- Timaru CBD Group Draft Strategic Plan
- CityTown Interim Investment and Delivery Plan
- Benefits Realisation Plan (Draft) - Venture Timaru
- CityTown draft Spatial Masterplan
- CityTown trial insight reports
- Strathallan Corner toilets and civic space feasibility report

PUBLIC INVESTMENT TRANSPORT AND MOVEMENT



Core components:

Public investment could include a range of opportunities, particularly focused around

- Vehicle parking, rideshare and public transport (PT) including onstreet/offstreet parking options, MyWay, EV charging stations, intercity bus routes and Cruise ship transport.
- Trails and active transport including better use of laneways and mid-block connections with public art and urban play, art/recreation/play trails connecting to Caroline Bay, and small infrastructure for bikes.

Desired outcomes:

1. Increase life in public spaces
2. Make room for pedestrians
3. Retain/increase accessibility/ inclusivity for all demographics
4. Reduce carbon emissions
5. Support local identity and lifestyle
6. Provide a diversity of healthy and affordable choices
7. Inter-city connectivity - bus, plane,train, ship

Evidence-based justification

- Case studies where increased footfall increases economic activity
- Connections to the waterfront increase visitation to the city
- Recreation and leisure options increase desirability of place
- Affordable and equitable commuting options attract all ages
- Reduced parking times increase turnover of customers
- Reduced number of vehicle movements improves safety
- Appealing public transport for visitors

Priority Locations

- Green Edge Character Area
- Re-route buses and coaches
- Slow traffic with thresholds
- Extend existing cycle routes- bridge to bridge, city to sea

Priority Projects

- Port Loop Road shared path
- Church St/Strathallan Greenway
- One way Stafford- north and south
- Parkway- Sophia St (bus route)
- Offstreet parking and linkages
- Urban play trail/ fitness trail

Dependencies

- Co-ordinate with other planned development
- Support urban living options that reduce the need for private vehicles
- More people living in the centre increasing pedestrian activity and demand for public transport
- Location of bus station to support businesses

Mechanisms for success

Actions

- Centred on civic spaces
- Link up laneway networks
- Wayfinding incentives to fill up offstreet parking first
- Parking duration deterrents
- Reduce traffic speeds to 30km/hr

Future funding options

- Green infrastructure/ climate adaptation funding- MfE/ central Gvt?

Potential partners

- CBD Group/ Business Association
- Climate change / carbon zero lobby
- South Canterbury eco-centre
- Waka Kotahi
- Kiwi Rail
- ECan - MyWay

Conditions for making it happen

- Good comms, good data, low fuss but continual nudging
- Planned incremental and adaptive changes
- Programmed events and experiences (e.g. temporary road closures for bike rides and runs)
- Reversible measures first- e.g. parking duration/priority parking for mobility and loading
- Shop owners/landowners buy-in to best practice
- Rural residents coming to town have pre-planned parking
- Continued success of MyWay
- Allow other factors (e.g. increased urban living) to out compete incompatible landuse in the urban centre (e.g. car yards)

Relevant Contributing CityTown programme documents include

- CityTown Strategic Framework 2022
- CBD Parking occupancy study 2023
- Draft CBD Parking Strategy 2023
- CityTown Current State Report 2021
- CityTown draft Spatial Masterplan 2023
- CityTown Trials Design and Trial insight reports 2023
- CityTown data modelling and evaluation report 2023

7.2 INVESTMENT STRATEGIES

Future infrastructure investment should be aligned with growth, helping to create and meet demand in the urban centre through well-timed projects that align with community readiness for change. These should retain the momentum of regeneration, increasing rather than throttling the capacity to evolve activities and landuses. Hand in hand with this approach are regulatory mechanisms and other incentives to enable change over a period of time. Key to this approach are the following strategies:

- Invest in activity, civic spaces, speed thresholds (one-way/ intersection), and critical infrastructure renewals first. Put effort into increasing the urban population, so that growth indicators can drive further investment in streetscape upgrades and inform future design and allocation of space to high value uses.
- Apply an 'adaptive urbanism' approach rather than temporary trials or quick wins so that incremental or iterative change is facilitated by semi-permanent or permanent interventions at a smaller scale.
- Take a bold but iterative approach that balances fixed and flexible interventions, ensuring that over a 10-30 year lifespan there is room to adapt strategic opportunities while keeping a coherent shape to the town centre.
- Rationalise and provide value for money with streetscape guidelines that promote reuse and the art of subtraction and simplicity. Some elements of 'clutter' in the public realm could be removed, with restraint applied in future decisions about where higher value design and materials are most impactful.
- Signal a change in environment that supports a people-centric urban area with reduced vehicle speeds. While targeted to specific thresholds (such as green edges, intersections and one-way streets). The effect will spread the benefit for the whole geographical area of the town.
- Shift the pace of positive regeneration in the town centre with a managed portfolio of Council owned assets, providing clear guidance for acquisition and divestment. Future opportunities for co-location of civic assets or parking buildings will not be discounted, provided they are in the right 'zone'.
- Make a strong case for regional economic and environmental benefit that is likely to attract other funding streams in time. This requires a realistic plan with a degree of 'stretch' that dovetails with other strategies – such as the 'Making it Happen' residential guideline, and the CBD Group Strategy.
- Apply a 'dig-once approach' where possible. Priority projects would ideally align with service renewals and public realm improvements in areas that attract private investment. Where this is not possible, infrastructure at the end of its lifespan may take precedence as critical investment to support current activities and future growth.

7.3 TRIGGERS & DEPENDENCIES

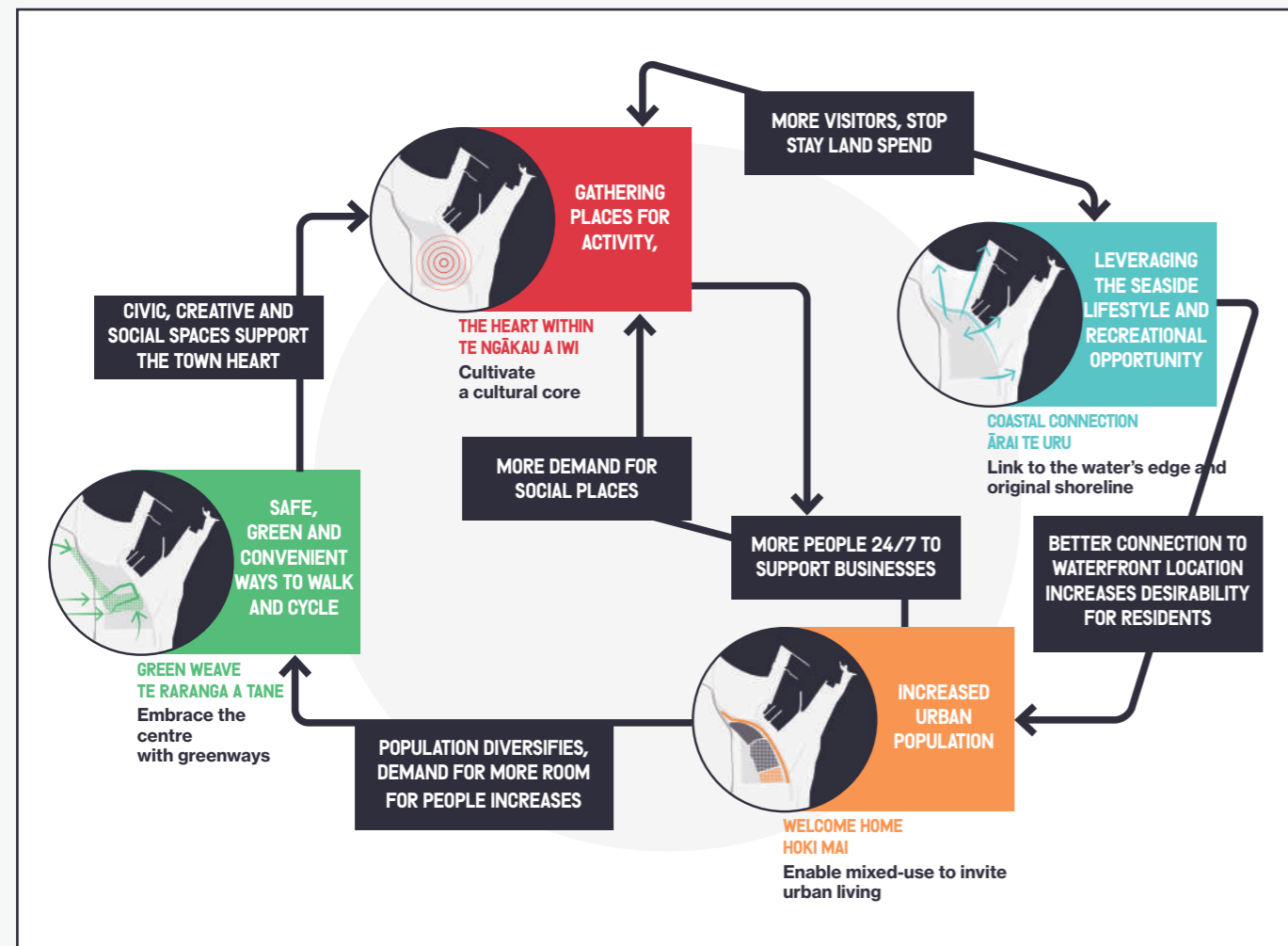
Within the Timaru town centre, there are numerous triggers and dependencies that both the private sector and Council can respond to over time to implement this Masterplan successfully. Each of the triggers and dependencies below need to be carefully considered to fully understand their implications and identify the opportunities that could unlock portions of this Masterplan. While Timaru is not unique in this regard, several locally specific triggers and dependencies have been identified and should be considered where possible.

Specific Timaru Triggers / Dependencies

- | | | |
|--|---|---|
| <p>EPB/AF8 Situation</p> <ul style="list-style-type: none"> Large number of buildings not up to code, impacting viability of upgrading and ability to tenant. Uncertainty or inconsistent soil classifications. <p>Civic Building Renewals</p> <ul style="list-style-type: none"> Decision making on future of theatre, museum and library EPB status of and upgrades to TDC and TDHL properties <p>Use ownership of Assets</p> <ul style="list-style-type: none"> Key connections or intersections are controlled by Waka Kotahi (NZTA), KiwiRail PrimePort commercial operations continuity <p>Visitor fluctuations</p> <ul style="list-style-type: none"> Fluctuations in cruiseship numbers creates sharp and short increases in visitors at different times of year. | <p>Infrastructure Renewals</p> <ul style="list-style-type: none"> Funding Allocation: Securing dedicated funding from both local and national sources to prioritise and implement infrastructure renewals and upgrades. Coordination with TDC CCOs and National Agencies: Establishing a clear line of communication and coordination with TDC CCOs and National Agencies to ensure alignment of projects with the long-term vision for Timaru. Timelines and funding constraints for utility providers. Community Consultation: Engaging with Timaru residents and stakeholders to gather input and support for infrastructure projects, and to minimise community and business disruption. | <p>Private Sector Interest</p> <ul style="list-style-type: none"> Policy and Bylaw Review: Initiating a comprehensive review of existing policies and bylaws to facilitate mixed-use development, including updates to zoning guidelines and land use regulations. Support for Development: Creating enabling programmes to encourage private sector investment in the town centre (e.g Making it Happen) Public-Private Collaboration: Establishing formal partnerships between TDC and private sector entities to co-develop projects that align with the Masterplan. Pilot Projects: Launching pilot projects to showcase successful public-private collaborations and build confidence among stakeholders. |
|--|---|---|

Typical Triggers / Dependencies shared with similar town centres central or regional

- | | | |
|--|--|--|
| <p>Environmental and Physical</p> <ul style="list-style-type: none"> Ageing Infrastructure: Deterioration of existing infrastructure and buildings, necessitating updates and renewal Environmental Concerns: Need for sustainable practices and green infrastructure to address environmental hazards. <p>Cultural and Recreational</p> <ul style="list-style-type: none"> Event Hosting: Plans to host major events, such as festivals, sports events, or cultural exhibitions, requiring improved facilities and public spaces. Cultural Initiatives: Community-driven cultural projects or heritage conservation efforts that call for revitalisation. <p>Technological</p> <ul style="list-style-type: none"> Digital Transformation: Advances in technology that enable new business models or improve urban management, prompting updates to infrastructure and services. | <p>Market and Competitive</p> <ul style="list-style-type: none"> Competitive Pressures: Need to compete with nearby towns or urban centres that offer more attractive amenities and services. Market Trends: Emerging market trends that affect local businesses and consumer behaviour, necessitating adaptation and renewal. <p>Safety or Incident</p> <ul style="list-style-type: none"> Safety Improvements: Efforts to improve safety and security such as better lighting and slip-resistant surfaces. Natural Disasters: Events such as floods, earthquakes, or storms that create an urgent need for revitalisation. Significant Accidents: Major accidents that lead to infrastructure damage or changes in public perception of safety. | <p>Policy and Governance</p> <ul style="list-style-type: none"> Government Initiatives: Introduction of government policies or initiatives aimed at urban renewal and development. Zoning Changes: Changes in zoning laws or land use regulations that encourage redevelopment. <p>Economic</p> <ul style="list-style-type: none"> Retail Decline: Closure of key businesses or decrease in retail activity prompting the need for revitalisation. Economic Incentives: Introduction of financial incentives for businesses to invest, such as tax breaks or grants. Economic Opportunities: Identification of new economic opportunities or industries that can rejuvenate the centre. Increased Investment: Availability of funding or investment opportunities from government grants, private investors, or public-private partnerships. |
|--|--|--|

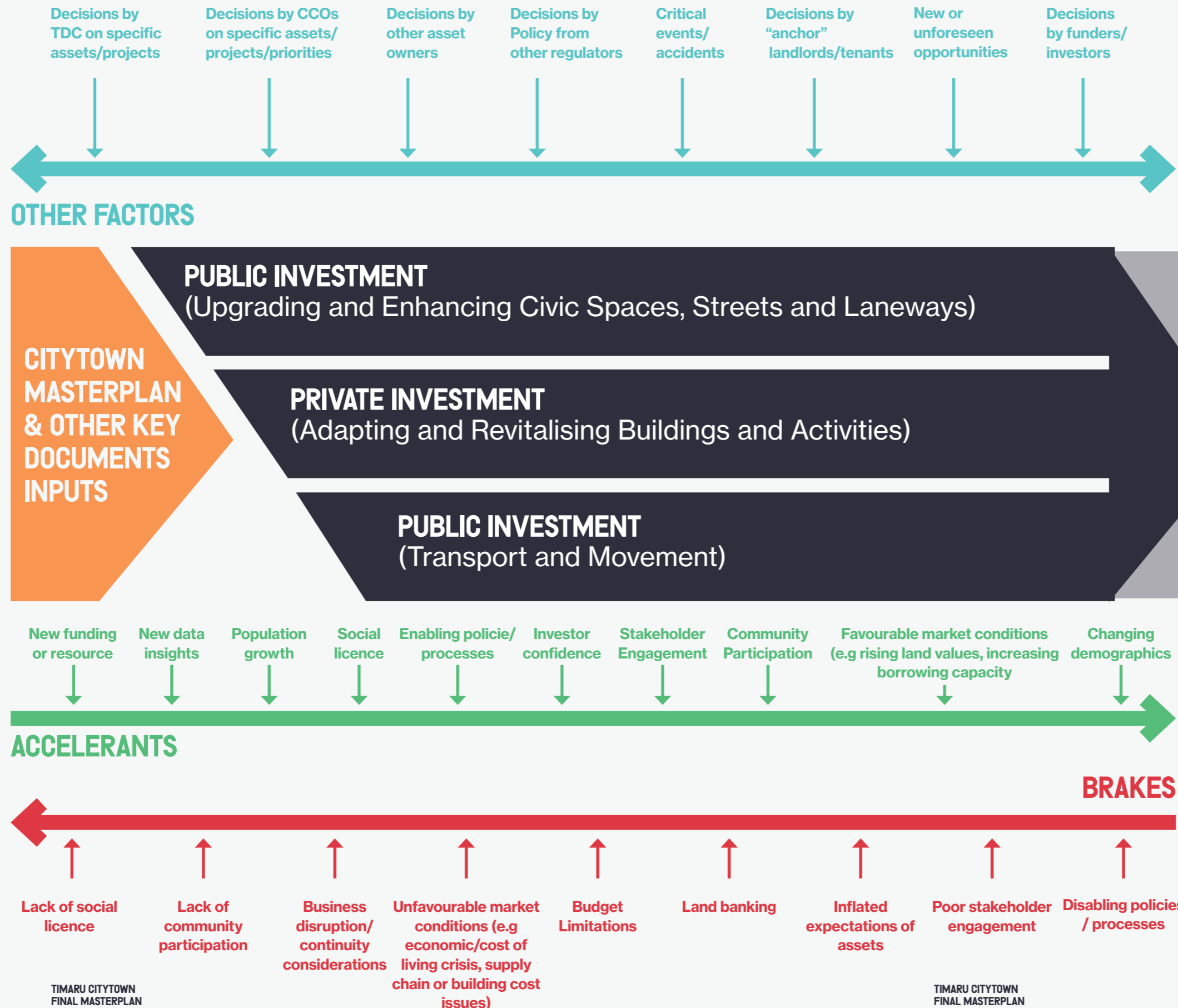


7.4 MASTERPLAN INFLUENCES

Achieving the Masterplan and strategic framework will require both public and private investment, alongside sustained social license to capitalise on the opportunity within Timaru. This process may not necessarily follow a linear path, as circumstances and external influences are beyond the control of any single organisation or public entity. However, there are three primary work streams that must converge and respond to each other:

- Public Investment: Enhancing Civic Spaces, Streets, and Laneways
- Private Investment: Adapting and revitalising buildings and activities
- Public Investment: Transport and Movement

These work streams will need to catalyse change and be adaptable to any subtle shifts that may occur over the course of this Masterplan. In addition to these primary streams, various other factors will continue to operate under standard market conditions and public policy requirements, periodically increasing or decreasing priorities for individual elements of the Masterplan. There are also accelerants and brakes that can influence the delivery of the Masterplan. Proactive management or mitigation of these considerations will achieve better outcomes for the community of Timaru.



7.5 SEQUENCING TIMELINES

0-5 YEARS

The sequencing of investment activity over an interim 0-5 years, and an intermediate 5-10+ year timeframe reflects the priorities identified through stakeholder workshops and investigations over the course of the CityTown Masterplan development. This process identified a clear rationale and preference for prioritising investment in the Creative Town Heart character area (also known as the Creative Town Heart), and at the Bay Hill intersection. The 0-5 reflects small scale interventions to be further investigated within a \$6m CAPEX budget + an additional OPEX budget for enabling or promotional programme work. Beyond this, the indicated 5-10 year+ priority works are triggered by planned civic projects and renewals. The green weave encompasses priority connections and civic spaces within the Creative Town Heart. The portions of one-way street and the Bay Hill intersection are included as public realm upgrades that have wider impact in terms of vehicle speed threshold, walkability and gateway functions.

*This is a possible mechanism to create a comprehensive outcome for a large block - i.e. ensure mid-block linkages and laneways- (via PDP plan change/ variation). Could be required of private developer for amalgamated block or led by Council as a plan change.

Legend.

- Investigate (Investment feasibility/costing/ business case)
- Promote (Guidance, incentives, activation, events, storytelling, monitoring and evaluation etc)
- Enable (PDP, regulatory, policy/bylaw, property portfolio)
- Build (Feasibility/design/ implementation)

Categories	INTERIM 0-5 YEARS						
	Underway	Year 1	Year 2	Year 3	Year 4	Year 5	
Civic spaces and buildings	Feasibility study for locating & future proofing priority/funded infrastructure before full upgrades e.g. new toilets, Theatre/civic hub	Demolish existing Strathallan toilets and replace with relocated, smaller footprint toilet. Reinstate immediate surrounds.	Concept Design & costing packages for priority civic space investment in Creative Town Heart- Strathallan Cnr & Heritage Place	Services/ small infrastructure e.g. Heritage Place- pop up bollards, power and lighting to support markets, events and activations	Deliver Strathallan corner- full civic space upgrade	Prioritise activity in performance spaces, and small events	Further clarify the busking policy and process. Allow and encourage busking at Strathallan Corner & Piazza.
Streets and laneways	Coat slippery paving, make safe and functional	Low cost interventions to reduce vehicle speeds (guided by ONF street guide) classifications	Promote existing laneway connections and circuits, linking parking	Design and costing packages for priority streetscape investment in Creative Town Heart- Strathallan St & George St	Small intervention infrastructure e.g. Bay Hill pop up Bollards for temporary road closures to host events.	De-clutter Stafford Street, reduce costs by reducing high maintenance street furniture/paving items	Bay Hill / Sefton St E /SH78 intersection- Commence design and engagement with Waka Kotahi to improve crossing.
Underground services and renewals		Water and biodiversity strategy for current and future green city network (incl. rain gardens/plant guide)	Undertake further design investigations for critical service renewals in the Town Heart, and increased capacity to enable new residential	George Street wastewater renewal and capacity upgrade <3 years	King George Place stormwater renewal and capacity upgrade <3 years	Minor capacity upgrades and resilience work- power and water-town heart	
Vehicle Parking and rideshare/ PT	Events promotion & cruise ship transport - alternative travel modes & experiences in partnership w/ ECan & VT	Finalise Timaru District Parking Strategy (guided by Masterplan)	Optimise offstreet parking, increase occupancy with marketing, wayfinding, incentive	Capture onstreet and offstreet parking occupancy, duration and frequency data with parking meter sensors	Trial changes to short duration parking incentives, shared parking, and parking user priority (mobility, service and loading) in high demand areas		Start a Parklets Programme using the LTU-approved kit for (free) hire. Parklets replace carparks temporarily where businesses support them to provide space for activation and dining
Trails, and active transport	Port Loop Road shared walk and cycle path, planting and wayfinding (separate budget)		Improve the laneways and side streets with public art and urban play to decrease the perceived distance from the edges to the centre	Support Mana Whenua led Cultural Design Framework	Small infrastructure interventions - e.g. Supply visible bike parking & lockable units in greenway & parkway locations.	Decrease wait times, increase walk time at pedestrian crossings	Mahinga Kai-play/recreation/ arts trail along former shoreline and into town
Arts, events, urban play and activity	Resource vacant space broker to start programme of pop-ups	Royal Arcade: Encourage new fire engineering reports, & develop clear guidelines on fire safety, occupancy, egresses & permitted activities.	Improve and encourage outdoor dining. Waive fees, at least temporarily, for a few strategic locations.	Resource an Arts, Play & Events Coordinator role.	Develop an Arts & Events Strategy. Provide focus and prioritise certain sizes and types of events for the central city.	Amend the Public Art Policy & start a Temp Public Art Programme in targeted locations incl Royal Arcade	Support Trading in Public Places e.g. with 'pre-approved' locations.
Adaptive reuse/ heritage/ EPB	Confirm/Update and socialise findings of Geo-technical Studies	Establish a 'centre of excellence' mechanism for shared learnings relating to heritage buildings/ earthquake prone building repairs given highest concentration in the south. Cherish heritage, refurbish, rejuvenate, illuminate. Momentum amongst building owners and partners.	Encourage the Museum, Library and Aigantighe to have regular outreach activities or satellites in the city	Expand waste strategy to include policy for recycling of building materials	Install more car share, EV charging stations in strategic locations to support accommodation	Upper floor residential conversions - permit Strata and/or Unit Title	
New development e.g. residential, live-work	"Making it Happen" confirm 'Enabling' commitment details.	Design guidance to support promotional documents and uphold design quality,incl. verandas	Review of Masterplan against Proposed District Plan. Determine if variation or plan change required	Comprehensive Development Plan to facilitate desired outcomes in South Stafford*	Resource a CityTown private development cross-council co-ordinator function in TDC	Develop pre-selected expert supplier panel for professional advice, construction methodology and design services w/ localised independent knowledge. (Establishment/management external to TDC)	Streamline and outsource design review process (regulatory) to ensure quality

5-10+ YEARS

Creative Town Heart concept design and cost option packages to inform public realm- civic space and streetscape upgrade investment priorities and dependencies. Undertake reporting and LTP submissions/budget confirmation.

Categories	FUTURE 5-10+ YEARS					
	Year 6	Year 7	Year 8	Year 9	Year 10+	Year 10+
Civic spaces and buildings	Co-located civic and service buildings - Feasibility business case triggered by renewals programme	Bay Hill Piazza - Concept Design, staging and costing package to inform dependency with intersection design	Parkway community/civic hub - Concept Design, staging and costing package aligned with business case for co-located civic services.	Bay Hill Gateway - Design, consent, build partial/ staged upgrade aligned with intersection and crossing upgrade surrounds	Creative Town Heart- Heritage Place and George St civic space upgrade - Full service design & consents	Evaluation and monitoring/ health check. Review open space provision to match urban population growth
Streets and laneways	All intersections- design scenarios and traffic modelling (Bay Hill, George/Stafford st and Strathallan/Church/Stafford St intersections)	South Stafford One-way street portion and George St intersection - Full service design, consent and build	North Stafford One-way street portion and Bay Hill intersection / crossing Full service design, consent and build	Creative Town Heart Greenways - Full service design, consent and build - stage one (Church St / Strathallan St and intersection - between Sophia St and Strathallan St bridge /coastal trails). Complete George St adjacent Heritage Place		
Underground services and renewals	George St - Services renewal and capacity priority - dig once upgrades	South Stafford/ Creative Town Heart- power, wastewater, water , road surface <10 yr renewals - dig once upgrades	North Stafford/ - power, 3 waters, road surface <10 yr renewals - dig once upgrades	Creative Town Heart/ Green Edge- George St wastewater & King George Pl stormwater <3yrs, 3 waters - Church/Sophia St <10yrs renewals - dig once upgrades	Strathallan footbridge upgrade and renewals	Develop an elevated vantage point near the Port for ship-watching
Vehicle Parking and rideshare/ PT	Regional transport hub options - Business Case to investigate how to service a growing urban population and increased visitor demand, cruise ships and events. Investigate re-routing buses to enable civic upgrades		Events promotion- alternative travel modes and experiences in partnership with ECan	MyWay review TDC/ Ecan- expand and promote priority routes	Encourage communal and car-share initiatives to support urban living	Free up offstreet parking sites for development by investing in a 'catalyst' carpark building - location, feasibility and cost review.
Trails, and active transport	Encourage water sport hire facilities near the water's edge	Small streetside, non-invasive seating area (could be mobile) near the penguin nesting area. Design and build	Complete safe walk and cycle loops and trail linkages around and between Caroline Bay, coastal trails/ port edge and city-civic spaces, Te Ana etc	Continue to leverage CPlay success and locate /link up urban play trail elements and mahi toi as streets become safer for pedestrians	Coastal connection structures - Full design, cost, consent and build for upgrade of Strathallan bridge/ Piazza steps (aligned with renewals) and new bridge North St	
Arts, events, urban play and activity	Promote Royal Arcade as a venue for events, creativity, live-work and outdoor dining	Support creative hub / innovation space for artists & makers in Timaru centre	Pilot a covered/ indoor public market and local food offering	Explore and develop other lifestyle support measures for people living and working in the city, e.g. a city creche		
Adaptive reuse/ heritage/ EPB	Set up ongoing 'working party' for EPB- to develop/review common strategy/ recommendations from building owners, builders, professional advisors and partners as more built examples arise		Support conversion of a former 'port industry' heritage building as visitor attraction	Strengthen strategic partnerships e.g. Civic Trust, TDC, TDHL to preserve heritage buildings of certain criteria		
New development e.g. residential, live-work	Create a function in VT or TDHL to enable key strategic developments in city and heritage locations	Review KPI metrics for TDC/CCO's town centre property portfolio supporting regeneration	'Make good' areas around building development projects and create pedestrian linkages that work toward a comprehensive outcome (guided by the Masterplan)	Build and showcase small development/ partnership model to stimulate demand for new live-work terrace housing models	Promote storage/ shared facilities and spaces to make downsizing more desirable	Conduct residents perception survey for comparative data, supporting VT's Economic Reports

Legend.

- Investigate (Investment feasibility/costing/ business case)
- Promote (Guidance, incentives, activation, events, storytelling, monitoring and evaluation etc)
- Enable (PDP, regulatory, policy/bylaw, property portfolio)
- Build (Feasibility/design/ implementation)

5-10+ YEARS SEQUENCING TIMELINE MAP

Under 10 Years

- 1 Intersection upgrades/
pedestrian crossings
- 2 Streetscape upgrade of
North Stafford including
a One-Way
- 3 Streetscape upgrade of
South Stafford including
a One-Way
- 4 Church Street &
Strathallan Street
Greenway Route
- 5 Shared path walk and
cycle connection along
original shoreline

Over 10 Years

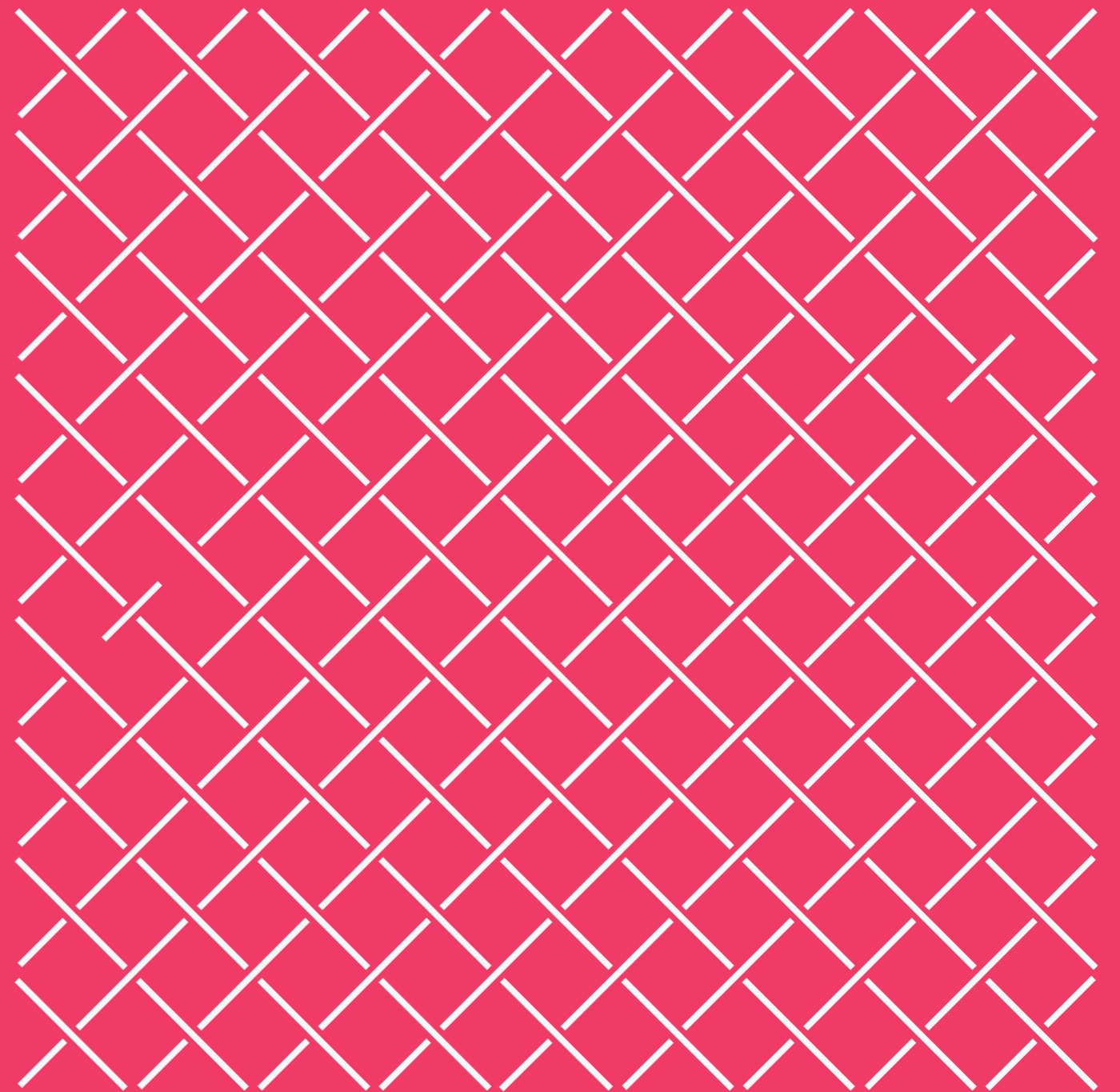
- 6 Completion of
Greenways and
parkway edge to
support increase
in urban living and
diversity of transport
modes
- 7 Co-locate/relocate civic
anchors and community
hubs where appropriate
- 8 Cycleways and
upgraded/new bridge
structures connect
coast to city
- 9 Heritage Place Upgrade

Legend.

Build
(Feasibility/design/
implementation)



APPENDICES



8.1 PRIOR AND RELATED WORKS

Completed Citytown Masterplan Suite of Documents

Underway - Citytown Programme Suite of Documents

Completed Venture Timaru Led CityTown Workstream

Underway - Venture Timaru Led CityTown Workstream

Completed Council-led CityTown Workstream

Underway - Council-led CityTown Workstream

Other Workstreams

Underway - Other Workstreams

2011-2020

INVESTIGATE

Research & Background

Parks Strategy 2012-24 2011

A high level document to identify existing land resources, to identify the need for additional park land to meet future demographic changes, and to support requirements for reserves contributions arising from development.

Timaru Retail Market Assessment 2015

A retail demand/supply study analysing the future scale and type of retail provision.

Town Centre Study 2016

This report examines the issues and opportunities faced by the District's town centre & presents options to address this.

CBD Summit Outcomes Report 2017

A summary of two workshops in February 2020 to assist the development of a CBD plan for Timaru. (100contributors).

Timaru District Growth Management Strategy 2018

A 30 year strategy to manage urban and rural land use growth. Intended to inform the supply of zoned land provided through the District Plan and how to manage growth in existing zoned areas. The approved GMS will also inform the Long Term Plan.

Beca City Hub Stakeholder Summary Report 2020

Over 120 people, representing town centre stakeholders and over 30 community, private and government groups gave feedback to identify and summarise the challenges and key themes for the city hub strategy project.

NPS-UD 2020

The National Policy Statement on Urban Development aims to make sure that New Zealand's towns and cities are well-functioning urban environments that meet the changing needs of our diverse communities.

2021

DISCOVER

Analysis & Further Engagement

Long Term Plan 2021-31 Consultation

Feedback gathered on preferred level of ratepayer investment for the town centre – to Facilitate, to Enable or to Transform. The Officer Report summarises the feedback themes and community preference for a very high level of return on a moderate amount of investment.

CBD Parking Occupancy Study

Growth capacity assessments- stormwater, flood mapping, wastewater, water supply, 2021

TDC City Hub Resident's Perception Survey 2021

In preparation for the Timaru CityTown project a broad research was required to gather the views, ideas and aspirations of residents across the District for the town centre of Timaru. Helping us identify and prioritise preferred purposes for the town centre and activities/experiences.

Timaru District Parking Strategy

Establishes high level strategic principles for parking management across the Timaru District

Current State Report

The assessment reviews the current performance of Timaru CityTown against seven attributes of forward thinking, inclusive cities that put people first. These attributes align with Timaru District's Community Wellbeing Outcomes as set out in the Long-Term Plan (2021-31).

TDC Destination Management Plan 2021

Prepared by Venture Timaru this plan is intended to support the future growth and development of the Timaru District's visitor economy.

Timaru District Economic Dev Strategy 2021

Prepared by Venture this document sets out a programme of action that will be pursued to ensure that the Timaru District, its people, places and businesses, thrive.

2022

Timaru Residential Property Market Study 2022

Colliers gathered insights including the existing residential typology, sales and rental data, local demographics, business demographics and information on relevant commercial projects and data points begin to trial, test and refine ideas.

Timaru CBD Group Draft Strategic Plan

The Strategic Plan for Timaru's CBD Business Association, this documents outlines key tactics for this group to increase town centre vibrancy.

DEFINE + DEVELOP

CityTown Masterplan suite of documents

Workshop series 2022

To realise Council's aspiration to "enable" urban regeneration in the heart of Timaru, a local Community Advisory Group and Development and Investment Group were established to help review, refine and define the strategic ambitions for the Timaru CityTown Strategy. They contributed to a series of four design workshops looking at current state, future state, shared purpose and role & influence. This generated the vision and informed the Strategic Framework underpinning the Tactical Masterplan.

Timaru CityTown Strategic Framework

The Framework leverages all conversations, research and data collection to date together with case studies from around the country to inform the Vision, the Kaupapa, the Outcomes and the Key Moves proposed to enable urban regeneration in the Timaru Town centre. It also proposes a tactical process for the next 18 months which will enable us to refine back from a long list of possibilities to our immediate investment priorities.

Cultural narrative framework

Providing a cultural narrative around Te Whāriki through regular kōrero and review of content alongside the CityTown project brand.

Project brand

A project brand to help communicate the CityTown masterplan to the wider public. A language that reflects Timaru's positive attributes and history as a place of shelter.

2023

Timaru CityTown Infrastructure Planning and Delivery - Current State Report 2023

Earthquake Prone Building performance development recommendations 2023

Timaru CityTown Infrastructure Planning and Delivery Current State Report

Draft Geotech Report

Benefits Realisation Plan

CityTown Draft Spatial Masterplan

Isolates the components of the Strategic Framework that will inform our tactical process over the next 18 months to distill Options for the Timaru CityTown Masterplan in time for community consultation through the Long Term Plan 2024-34.

CityTown Trials Design gateway documents and Trial insight reports

Isolates the components of the Strategic Framework that will inform our tactical process over the next 18 months to distill Options for the Timaru CityTown Masterplan in time for community consultation through the Long Term Plan 2024-34.

CityTown data monitoring and evaluation report

Isolates the components of the Strategic Framework that will inform our tactical process over the next 18 months to distill Options for the Timaru CityTown Masterplan in time for community consultation through the Long Term Plan 2024-34.

Timaru CityTown Urban Living Study

Investigates the feasibility and interest in urban living in Timaru. Who, what and where this might be most suitable.

2024

Making it Happen

A guide to residential development in the Timaru town centre. A summary of the social and commercial opportunity, a guide to the regulatory and technical framework, and a signpost to support available for those seeking to unlock residential development in the Timaru town centre.

Proposed District Plan TDC Officer Submissions & Hearings

Incorporates recommendations of the CityTown project team for regulatory changes that will promote the Strategic Outcomes and unlock the Key Moves, notably inner city residential development.

Strathallan Corner Toilets and civic space feasibility report

Isolates the components of the Strategic Framework that will inform our tactical process over the next 18 months to distill Options for the Timaru CityTown Masterplan in time for community consultation through the Long Term Plan 2024-34.

Timaru CityTown Interim Investment and Delivery Plan

Explores alignment between desired Strategic Outcomes and proposed investment in the six character areas, together with known infrastructure dependencies (as at 2023), to guide decision making around sequencing of activities and, therefore, funding priorities.

DRAFT FOR DISCUSSION

2025 - 2035

DELIVER

Long Term Plan 2024-2034

Infrastructure Strategy 2024-54
The 30 year vision and plan for our community's infrastructure to ensure a balanced work program that protects public health, promotes economic growth, and supports our community wellbeing.

Timaru City Centre Parking Management Plan

Detailed guidelines for parking management in the Timaru city centre.

Land Transport Activity & Asset Management Plan 2024 - 34

The blueprint for the management of land transport assets in the Timaru District over the next ten years.

8.2
POLICY/BYLAW
REVIEW

Content is pending

Content is pending