

CityHub Strategy Update - February

RENEW
TIMARU



Let's work together to Renew Timaru!

It's been more than 20 years since the last round of upgrades to the Timaru City Centre, and to say things have changed since then would be an understatement.

We've seen the rise of online retailing, changes in people's shopping habits and more recently the pandemic increasing the number of people taking the option to work outside of the city.

Despite these challenges, people still want places to go, places to be and places to shop. Cities throughout the world are renewing themselves to offer a balance of retail, services and experiences.

The challenge for us all is how we can work in collaboration to leverage our strengths and bring in new ideas to help Renew Timaru.

This regeneration has the potential to touch all corners of our district - the inner city experience, including retail, eateries, spaces to gather, places to live, events and entertainment, the sense of community connection, wellbeing through to a wider regional economic benefit.

Council has been talking with the community - including business owners, investors, tenants and the wider public over the last year or so about options to regenerate the heart of Timaru - our city centre.

We've received a lot of really useful feedback and interesting ideas from residents and other groups.

We've had expert advice from consultants Beca and on the next couple of pages we're outlining some of our concepts for what the Council can do as part of this.

You'll see over the next few pages that these are organised into three approaches we're calling **Facilitate**, **Enable** and **Transform**.

These options outline an increasing level of Council leadership and investment in the city centre. We'll be talking about this and some concepts around what they look like into the upcoming Long Term Plan.

It's important to stress however that Council is only a small part of the CBD, we need engagement and partnership and ultimately investment from building owners, retailers, the hospitality sector and the community to make this programme a success.

We believe that these changes will create certainty for investors to plan for building improvements, and together we will achieve the look and feel of the city centre that is needed for the next 30-50 years.

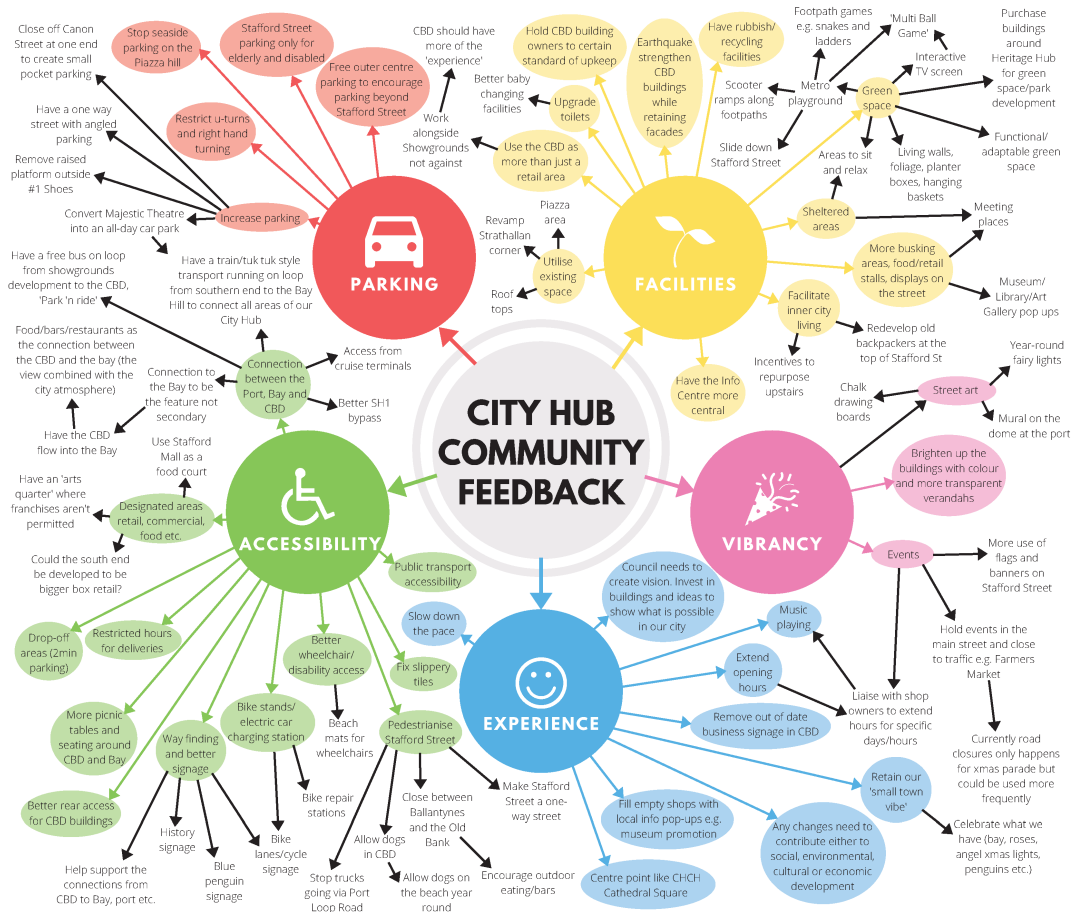
I'd like you all to take the opportunity to read through the ideas being presented here as well as when we release the Long Term Plan Consultation Document, and most importantly tell us what you think about the approaches that we're proposing.

This is a once in a generation opportunity to Renew Timaru and help our amazing little city reach its full potential.

A handwritten signature in blue ink, appearing to read 'Nigel Bowen'.

Nigel Bowen, Timaru District Mayor

What did you tell us?



Through the stakeholder workshops, drop-in sessions and attendance at events we gathered a significant amount of information that the recommendations have been based on.

We gathered this feedback around the concepts of Accessibility, Experience, Vibrancy, Facilities and Parking which enabled us to identify the main issues that the project has to tackle.

It's important to note that the feedback wasn't limited to only what Council could do to help Renew Timaru, it underlines the importance of the

private sector working in collaboration with Council to make our city successful.

Our experts have taken this feedback, combined it with information coming out of existing projects such as the Theatre Royal and Heritage Hub and looked around the country for projects that have been successful which can be adapted to meet our local needs.

They've come up with some approaches and outlined some indicative projects that fit with this approach.

Future Concepts

In the upcoming Long Term Plan we're proposing three options for how we approach this project over the next 15-20 years. Each level increases the amount of Council involvement, and the direct investment that the community will be making in their city. **Please note that these are concepts and indications of investment for planning and consultation purposes only, not commitments to any specific project.**

1. Facilitate - est. \$5 million Council investment

Council has a ***facilitation*** role in the Timaru City Centre regeneration

Council's role would include encouraging community and private sector investment, minor roading changes to make the inner city more attractive as a public gathering space, and some beautification, maintenance, and support for small scale but unique activities to create a vibe in the city centre.

This could involve individual works such as streetscape upgrades and new plantings, closure and new parking at Canon Street, creation of new wayfinding, more temporary street closures and events/ activations, increased support for inner city accommodation providers to enter market, safety and security upgrades, investments in the Carnival, as well as increased city marketing.

2. Enable - est. \$50 million Council investment

Council has an ***enabling*** role in the Timaru City Centre regeneration

Council's role would include leading a significant programme in collaboration with the community and private sector to change the look and feel of the public spaces, and help get move people living and working in the city.

This would build on the above but could also involve making parts of Stafford Street 1-way, parking changes, increased wayfinding, improved connections to Caroline Bay to support mixed used and hospitality development, creation of city courtyard spaces for events, pedestrian improvements, Royal Arcade improvements, partnering on conference facilities and accommodation, grants for heritage improvements, Caroline Bay activation plan, investment in Carnival, funding for city heart transition, support for enhanced community markets.

3. Transform - est. \$100 million Council investment

Council has a ***transforming*** role in the Timaru City Centre regeneration

Council would lead the programme, and invest more time and money in achieving the inner city regeneration. This would involve steps such as potential property acquisition and partnerships with private investors to create a new heart at Strathallan Corner, investment in changed transport patterns in Stafford Street, such as one way traffic and providing more options for pedestrians and for gathering spaces. Investment in physical infrastructure so that events - from local through to national level, can be held in the inner city.

This would build on the above, but also include things such as closure of Stafford Street to traffic, canopy replacements or covered walkway, shared space upgrades, investment incentives, taking an active urban development and investment role, creation of high end facilities in town.

So what now?

As well as the larger projects detailed earlier, we're looking at some 'early momentum' projects that we can get off the ground quickly and create a bit of excitement in the city.

This could include things such as better enabling temporary closures of Stafford Street for events, temporary activation of Strathallan Corner as a social space and investigation into improving the look of Council facilities.

We'll also be looking at Council processes to see how we can better facilitate development of the city, and remove or reduce barriers where we can.

We'll have more details about these plans as they become more concrete, but please be assured that we'll continue to inform and consult as we embark on this project.

Let's keep talking

This is only the start of a 15-20 year project to help Renew Timaru, so it's important that we keep talking to ensure we all understand and support the developments.

We're keen to hear your feedback, but it's also vitally important that you get involved in our formal Long Term Plan Process. This process is where we discuss and prioritise the next decade's worth of capital expenditure, so it's important that your voice is heard.

The full consultation document will be released publicly in April and will be online at thrivingtogether.co.nz and published in *The Courier* newspaper.

Following a decision on the final approach we are taking from the **facilitate**, **enable** and **transform** options, we can begin the conversation about how we put these plans in to action

Register for updates

We'll be providing regular updates on this project through the Long Term Plan process and as it begins to gather pace. To ensure you're kept in the loop, visit timaru.govt.nz/renewtimaru and sign up for our e-newsletter, or you can contact us at: renewtimaru@timdc.govt.nz or 03 687 7200