



# Vibrant Seaside City

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STAKEHOLDER SUMMARY REPORT

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TIMARU CITY HUB STRATEGY

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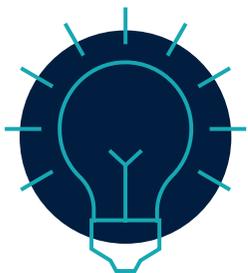
Prepared for **Timaru District Council** by Beca Ltd

TIMARU  
DISTRICT COUNCIL  
Te Kaunihara ā-Rohe  
o Te Tihi o Maru

BECA



Imagery Source: Venture Timaru



# WHAT IS THE CITY HUB STRATEGY?

## INTRODUCTION

We want to create a prosperous, safe, inclusive, and active city hub for Timaru District – a place for our rural and urban communities to celebrate. For our friends and family to enjoy. For us to regularly visit, work and play. We want a place that our young people can learn and grow with and create their futures in our region for many more generations.

To do this we need a clear vision that has community support, a mandate to deliver the outcomes and trade-offs that you want, and good strong partnerships with all of the people and businesses that make up our city.

Stakeholders have told us that we need to focus on our strengths and our unique point of difference. We are a little seaside town, with a strong sense of place and connection to the land. We are the food basket of the south, with a strong rural and Edwardian heritage which forms the fabric of the city centre.

We want to reconnect our city to the sea, our people to streets and buildings and restore pride in our physical, social and cultural taonga and treasures in the city.



Imagery Source: Venture Timaru



Imagery Source: Venture Timaru



## STRATEGIC INVESTMENT

**The City Hub area is the 'heart' of Timaru.** The City Hub should be an active and interesting space that attracts people and creates vibrant spaces and places.

Ultimately, we will need to transition the city hub area from a retail and commercial centre, to a place where people can live, work, play and shop.

To do this we need stakeholder, private sector, community and council investment in the city hub area – and we need to plan for it now.

MAP 1. CITY HUB - KEY NODES AND AREAS OF ACTIVITY



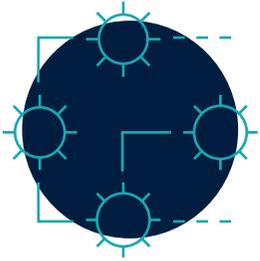
## REGENERATION PRINCIPLES

Regeneration of cities requires close partnerships with community, local council, and private sector to make sure that the vision and direction is well supported. This takes time to establish but provides a more enduring solution that will head in the direction that the collective 'we' want the city to go. There are a range of similar CBD regeneration projects underway across regional New Zealand. Places such as Taupo, Invercargill, Dunedin, Rotorua, Queenstown and others. The investment principles from these types of projects are consistent but need to be locally focussed. The projects require;

**SHORT TERM INVESTMENT** – Creating more activities, community and major events, concerts, business development support, public art and theatre shows in the city - to create a vibe. We need to leverage our cool events – like SCOFF, the Carnival, Rock and Hop and the weekly markets. We need to re-create a vibe that will encourage people into the area to live here and shop here, with people using the space - more of the time.

**MEDIUM TERM INVESTMENT** – To change the story from retail only to “city lifestyles”, we need better relationships between landowners, business owners, and the community to enable inner city living. We need the private sector -developers, landlords, shop owners, and businesses to invest alongside the Council to change the perception of the city hub – and we need to support them through investment in a safe and attractive public environment.

**LONG TERM INVESTMENT** – We need urban spaces that are people focussed. We need to ‘green’ the streets and make better connections for how people get around. This must use sustainable infrastructure and development practices, address climate change, and prepare the city network for changes to active transport models . This will benefit the people who want to live, visit, and work in the city hub area.



# WHAT HAS BEEN HAPPENING?



## STAKEHOLDER AND COMMUNITY ENGAGEMENT

### STAKEHOLDER ENGAGEMENT

We held four stakeholder engagement workshops in late 2020 in Timaru. These were attended by over 120 people, representing over 30 community, private and government groups. The workshops were structured to 'walk through' a common and shared understanding of the challenges and the main themes for the city hub strategy project to develop.

**Workshop #1** - Council Staff to identify the challenges and strengths of the City

**Workshop #2** - City Hub Stakeholders to identify the challenges and strengths of the City

**Workshop #3** - Council Staff to present the key themes we had heard and priorities for investment

**Workshop #4** - City Hub Stakeholders to present the key themes we had heard and priorities for investment

### COMMUNITY ENGAGEMENT

A public engagement process, including an attendance at the December markets, a talk by the Mayor and open day events was run by Timaru District Council in November 2020 and resulted in over 40 written submissions.

### PREVIOUS ENGAGEMENT

It is also important to remember that the City Hub project was formed from feedback and information collated at the CBD Summit Outcomes workshop held on the 22nd and 23rd of February 2017. Close to 100 property owners, business owners, and CBD stakeholders attended these workshops and provided feedback. The feedback from these workshops has also informed the city hub strategy to date.





Imagery Source: Venture Timaru



Imagery Source: Venture Timaru



Imagery Source: Venture Timaru

## COUNCIL PARTNERS AND RELATED PROJECTS

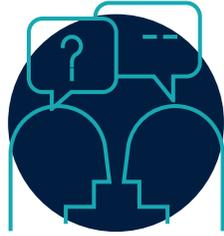
We have connected with key agency partners in Timaru, such as Venture Timaru to coordinate the project focus with the economic development priorities for the City.

We have connected with the team who are designing the Theatre Royal Heritage Hub area to align urban design principles and engagement themes that we are hearing.

The project will have further engagement and consultation as the budget is defined, the programme of work is set up, and various place and space activations are trialled.



Imagery Source: Venture Timaru



## WHAT WE HAVE HEARD SO FAR....



### WHAT ARE THE PRINCIPLES FOR INVESTING IN THE CITY HUB AREA?

- A clear and strong vision to support the identity, brand, and future of the City
- Collaboration between community, mana whenua, private sector, council, government agencies and partners to build consensus and an enduring vision that will make the change that the city needs.
- Strengthen the historic connection to the sea (materials, narratives, stories, views, and physical networks where possible)
- Creating play, greener connections, and introducing cultural / destination type activities that can attract young people, children and their families, and is equitable for all ages, genders, and cultures is important
- Good urban design outcomes are critical
- Creating the heart at Strathallan Corner is a high priority
- Alignment of planned CAPEX to achieve the city outcomes is an opportunity
- Now is the right time to invest in the future of the City centre
- Establishing clear outcomes and monitoring the outcomes before each stage of investment will be required – particularly to monitor if private sector investment is being triggered through public investment
- Investment in events is a good strategy
- Investing in activation to bring people back to the city hub is critical. These are called “urban tactics” and are low cost, high activity ideas to help support longer term investment.
- Coordination of physical infrastructure investment with the private sector is also important

## WHAT DID THE COMMUNITY SAY?

### EXPERIENCE

- "Street Art"
- "Year Round Fairy Lights"
- "Brighten up the buildings with more colour and more transparent verandas"
- "Extend opening hours"
- "Hold Events in the Main Street"
- "Close between Ballantynes and the Old Bank"
- "Music playing"
- "Sheltered areas"

### CONNECTIONS

- "Connect to the Bay"
- "Better wayfinding and signage"
- "Pedestrianise, One-Way, or Close Stafford Street"
- "Create a central point"
- "Revamp Strathallan Corner"
- "Public Transport accessibility"
- "Close off Canon Street at one end and create small pocket parking"

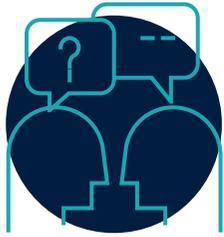
### IDENTITY

- "Use the CBD as more than a retail area"
- "Facilitate inner city living"
- "Retain our small town vibe"
- "Celebrate the rural heritage"
- "We are the Food Basket of the South"
- "Little Seaside Town"
- "Attainable Lifestyles"
- "Incentivise building owners to repurpose upstairs"

### DESTINATION

- "Museum, art gallery, and Library pop-ups"
- "Meeting places"
- "Places to sit and relax"
- "Functional and adaptable green space"
- "Create specific areas for retail, commercial, food, etc"
- "Create a metro playground"
- "Move busking areas, food/retail stalls, displays on the street"
- "Interactive TV screen"





# WHAT WE HAVE HEARD SO FAR....



## HOW SHOULD WE INVEST?

We have summarised the key themes of what we have heard from the stakeholders, council and community so far.

- There is a strategic need for the project, and the need to make a real and significant change in the City.
  - The community need to be front and centre and engaged through the project.
  - The private sector needs to have clear expectations of their role (landlords, tenants, business owners, and investors) in the revitalisation of the city centre.
  - Council's role is to coordinate with all parties, lead engagement and provide the infrastructure to 'unlock investment' in the city hub area.
  - The best council outcome is investing with the private sector, for them, for the community to benefit.
  - Coordination and partnership of existing agencies (Timaru Holdings, Council, Venture Timaru, Te Ara Polytechnic, Central Government) and private sector / community is critical to ensure the re-development is supported, timely, and delivers good outcomes.
- Council need to focus the investment into along Stafford Street, anchored by the Theatre Royal / Heritage Hub in the south, and Bay Hill (with recreational connections to Caroline Bay) in the north to make the biggest impact.
  - The City needs to invest in changing the identity from retail only to a destination and mixed use (retail, commercial and inner city living with strong recreational / play and heritage links)
  - The change in identity needs strong support through marketing, digital change, incentives to change the local and domestic perception of the City centre.
  - A balance of 'traditional bricks and mortar / paving and grout' council infrastructure investment and policy, marketing, economic development activities needs to occur in parallel.
  - There needs to be clear and real triggers / hold points included in the investment sequence to enable the best outcome – and ensure that private sector activity is matching public sector investment.



Imagery Source: Venture Timaru



Imagery Source: Venture Timaru



Imagery Source: Venture Timaru



Imagery Source: Venture Timaru



## IDENTIFYING THE VISION

We have briefed Council on the community and stakeholder feedback, the themes that we are starting to see that would inform that vision and how we might begin to achieve a refined community vision through a period of re-investment in the City.

This has informed options for investment in the City Hub area to help inform the Long Term Plan 2021 – 2031 budgets. We have prepared a range of regeneration projects, when they would be delivered and how much they would cost to help inform these budgets.

The projects identified have come from the stakeholder and community engagement and range from minor projects

– repaving in selected locations and transitional lighting projects – through to major projects such as one-laning or even closing parts of Stafford Street down to traffic.

Importantly, the range of projects proposed could not be delivered without some investment from Council, and this summary is intended to give a bit more insight into the types of projects that we think might be considered for funding.

The types of projects have been developed to achieve one of the four key themes identified in the stakeholder engagement sessions.



### CREATE AN EXPERIENCE

Invest in 'Hero' attractions to draw people into the heart of the city hub area. Focus investment in key areas of activity and leveraging existing investment.



### A DESTINATION

Invest in 'Hero' events and create a regular event 'rhythm' based on our niche offerings - food, carnivals, rural, sports, and vintage and race cars. Make sure we know and target our markets for domestic and international tourism.



### BETTER CONNECTIONS

Create a sense of arrival and strengthen entry points for visitors. Plan for future active transport models, and strengthen the connection between active nodes.



### STRONG IDENTITY

Celebrate our built heritage, and include manawhenua narratives into the vision. Change the city brand from retail to "city lifestyles".

ENABLE CITY HUB - INDICATIVE SCOPE, TYPE AND SCALE OF PROJECTS: 20 YEAR PLAN





# Vibrant Seaside City



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