

TIMARU



DISTRICT COUNCIL

Te Kaunihera ā-Rohe  
o Te Tihi o Maru

TEMUKA LIBRARY

**Temuka,  
Let's Get Ahead.**

**Strategic Plan.**

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## Timaru District Council Temuka Strategic Plan

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Cover image:  
*Temuka Library (sourced from commons.wikimedia.org).*

# Introduction.

The Temuka Community Board have developed a Strategic Plan for Temuka and the surrounding area including Winchester.

This Strategic Plan helps to bridge the gap between a shared vision and objectives for Temuka and a range of big and small projects that Council, the Community Board, and members of the wider commercial and not for profit community could undertake to make a difference. Looking at the many possibilities in front of us through the lens of a shared Strategic Plan helps us to research, prioritise, coordinate, and fund the right projects and initiatives based on how well they give effect to the vision.

This plan was developed by consultation with the local community, and reflects the aspirations locals and visitors alike have for Temuka. It sets the foundation for the Community Board to develop work programmes and coordinate efforts for Temuka to 'Get Ahead'.

The following key objectives underpin the strategic plan:



## Live, Work & Play.

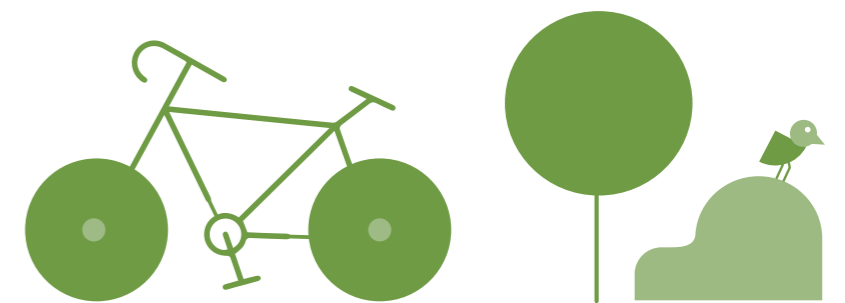
### Objectives:

- promote residential growth
- promote business growth
- enable residents to stay for a life time
- enable families to stay together
- improve facilities and amenities for residents

## Stop, Stay & Spend.

### Objectives:

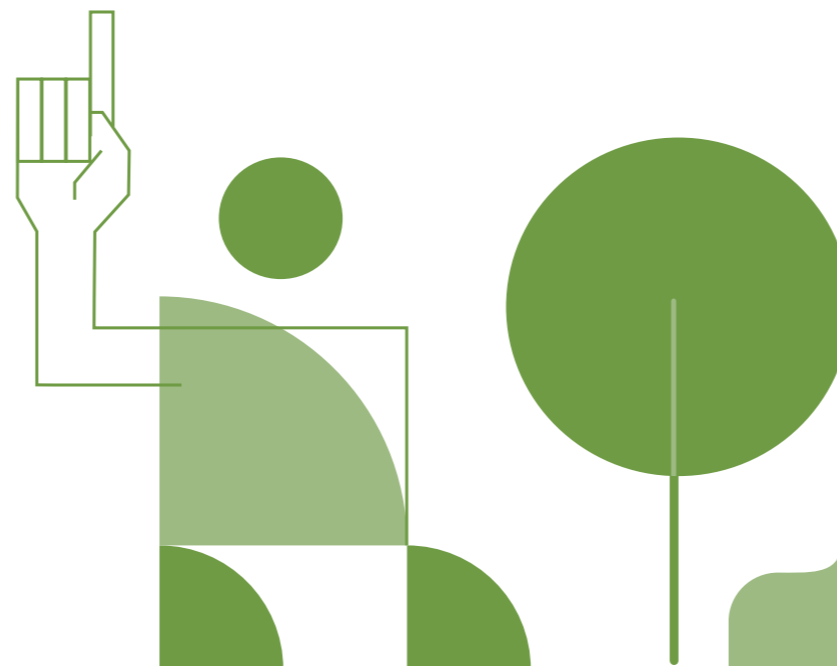
- encourage visitors to stop, stay and spend
- improve connections with the wider district



## Connect With Identity.

### Objectives:

- create a clean, fresh, attractive environment
- create a strong identity/ point of difference or 'specialness'
- create a special relationship with Te Rūnanga o Arowhenua





26°C

BAKERY  
CAFE

Challenge  
REAL ESTATE GROUP



# Problem Statement.

Through conducting an in depth stocktake report for our area, analysing consultation feedback, meeting as a Temuka Community Board, and comparing recommendations in relevant documents, it has become clear as a community we need to address two problem statements.

## Severance & Connectivity Issues.

Temuka is disadvantaged by its severance and connectivity issues. The Temuka Town Centre is separated from adjacent residential and commercial land use by a busy state highway to the west and railway line to the east. A lack of wider connections includes limited public transport to and from Timaru, and incomplete cycling routes to adjacent townships. The net effect is a reluctance for passers-by to stop and enter the town, a decrease in cycling and walking, a reliance on cars (and lack of independence for those that can't use them), and ultimately a perceived lack of vitality by both locals and visitors alike.

Possible solutions to address these issues are:

- Safe controlled pedestrian crossings across the State Highway (Vine St), the railway lines, and King St.
- District cycle trails connected to the Town Centre and along nearby rivers.
- Enhanced wayfinding for pedestrians, cyclists, and motorists.
- Midblock laneways to connect Vine St to King St and associated carparking areas.
- Defined green linkages and celebrating heritage character.
- Providing better shared transport in the area.

## A Lack Of People & Vibrancy.

There is a perceived lack of vibrancy in Temuka town. Poorly defined public space with no activated edge, run-down buildings along Vine/King St (in some cases a consequence of their earthquake prone status and lack of occupancy), few people living and working in town, and limited living options for an ageing population all contribute to an empty town centre.

Temuka comes together around communities of interest - eg sporting groups, clubs, and cultural connections - which are largely invisible to a visitor. Arowhenua marae evidently has a much stronger connection with the whenua (land) and the awa (rivers) than with the town itself.

Whilst many of the issues discussed above are of a 'chicken and egg' type (eg a lack of visitors to the township means fewer retail options, meaning fewer people visit the town), through time and coordinated public/private efforts these can be resolved.

Possible solutions to address these issues are:

- Infill empty 'yard' spaces to provide more activity and density within the town centre.
- Consolidate civic activity into a centralised heart rather than dispersing across multiple locations.
- Enable more dense residential development within and adjacent to the town centre.
- Guidance to streamline Earthquake Prone Building upgrades.
- Re purpose vacant buildings with 'pop up' occupants to generate activity.
- Tactical trials to test changes before making them permanent.
- Coordinate acquisition and divestment to help achieve the above.

*Image right:  
Railway line in Temuka.*

*Image previous page:  
King St, Temuka  
(sourced from Venture Timaru)*



# Priority Themes.

Following the community consultation in April 2022, and collation of this feedback, a number of key themes or project threads emerged which if prioritised would assist the Community Board in proactively moving towards their objectives over the next 10 years. These themes have in turn informed a series of key moves.



Temuka & Opihi River Walk  
(sourced from [alltrails.com/new-zealand](https://alltrails.com/new-zealand))

## Collective Arts & Culture.

Entails brokering relationships with local artists and/or art groups to come together as a collective and share space in the town centre. This would help inject vibrancy into the Town Centre, provide an attraction for visitors to stop, stay, and spend, and enhance the townships sense of identity. Ideas include re-purposing an old building, including weavers, potters and local artists, seed funding, offering rates rebates, providing a paid broker role, and increased marketing and promotion.

## Planting Brand.

Temuka needs a planting palette. Street tree selection has not worked in the past and Temuka lacks green amenity other than the Domain. Planting could contribute to its identity and character – linking the town with the Domain, river trails, bird corridors, community gardens, and restoration projects. What trees and planting would be best for the town and for Vine Street to screen shabby rear yards? What works on a state highway? A potential future partnering project with Arowhenua? This theme constitutes an achievable and affordable way to address a raft of the town's current issues.

## River Trails.

A theme with mutual benefit for locals and visitors alike. If successfully established, a high-quality cycle trail network could mark South Canterbury as a premier slow tourism destination, bringing visitors into a more vibrant town centre, and providing an attractive recreational drawcard for both current and prospective locals. An initial priority would be to focus on a cycle connection to Pleasant Point along the Opihi River stop banks. A community champion could acquire specialist knowledge, network with other towns, advocate for trail connections, generate more buzz, and engage directly with relevant parties such as Environment Canterbury, Venture Timaru, Waka Kotahi, and Timaru District Council. This initiative could help establish loops and links with signage and wayfinding, marketing to promote slow tourism, and include connections within the town – to the Domain and existing stream side cycle trails - as well as links to Geraldine and Pleasant Point.

## Town Square/ Civic Heart.

It was noted that the town's current farmers market is successful and could grow. This said the town square doesn't function well when the market isn't in action. The square is not sheltered, poorly defined, and lacks activation around its edges. It is distant from other key civic structures such as the Temuka Library resulting in dispersed pockets of periodic activity rather than a singular highly active centre. Consolidating this town square civic function to an area with other activity (eg library) could help address this.

## Vine Street.

Community consultation feedback featured many comments about the township's unappealing frontage to Vine Street/State Highway 1, alongside requests for a refresh to the buildings and urban environments on King Street. These two requirements should be considered together in a holistic manner – including the 'rest stop' on the State Highway and its connection through to King Street. What are the quick wins to make both frontages look cleaner, fresher, brighter, more playful, active, and interesting?

## Compact living.

Public consultation identified a consistent desire to see more affordable and diverse housing options in Temuka for all ages. A key way to address this is with a 'walkable village' approach. Not only would compact living provide an affordable housing option with little precedent in the area, but it would also help transform the town centre into a vibrant place with all the benefits of rural life, and all the amenities of a town. Importantly this theme needs to incorporate retirement options which are clearly front of mind for a local ageing population with few options in this area.

## Place brand.

An achievable way for the Community Board to help enhance the area's sense of identity is through a coordinated place brand. This theme would include working in partnership with Arowhenua to develop the place brand through a deep connection with the whenua (land). Place brand could translate into consistent signage and wayfinding, and through the painting and refresh of King St buildings, perhaps even incorporating supergraphics or murals.

# Key Moves.

## Greening The Gateways.

This key move could address the look and feel of Temuka and first impressions of it's identity. Planting and simple building enhancements could be utilised to 'clean up' the township. Signage, branding, and planting palettes might be developed in collaboration with Rūnanga and local entities to help restore a sense of pride and enhance visitor's experience of the area. This could be achieved by:

- 1 Providing new signage at key 'gateway' points off Vine Street and wayfinding to the main street. Signage could tie into iconic new 'place brand' for Temuka.
- 2 Implementing a consistent planting scheme within rear yards adjoining Vine Street over time and in consultation with landowners. The planting palette could incorporate native species but also consider community gardens and food production.
- 3 Providing suitable rest stop and parking facilities accessible to SH1 possibly including campervan parks, EV charging, new public toilets, reconfigured parking, and rain gardens.
- 4 Increasing parking around the periphery of the town. This could include Vine Street parking (with consolidated entry and exit points) and Hally Terrace angle parking with safe and direct pedestrian linkages to the main street.

### This key move enhances:

- Live, Work & Play. ●●●●
- Stop, Stay & Spend. ●●●●
- Connect With Identity. ●●●●●



# Key Moves.

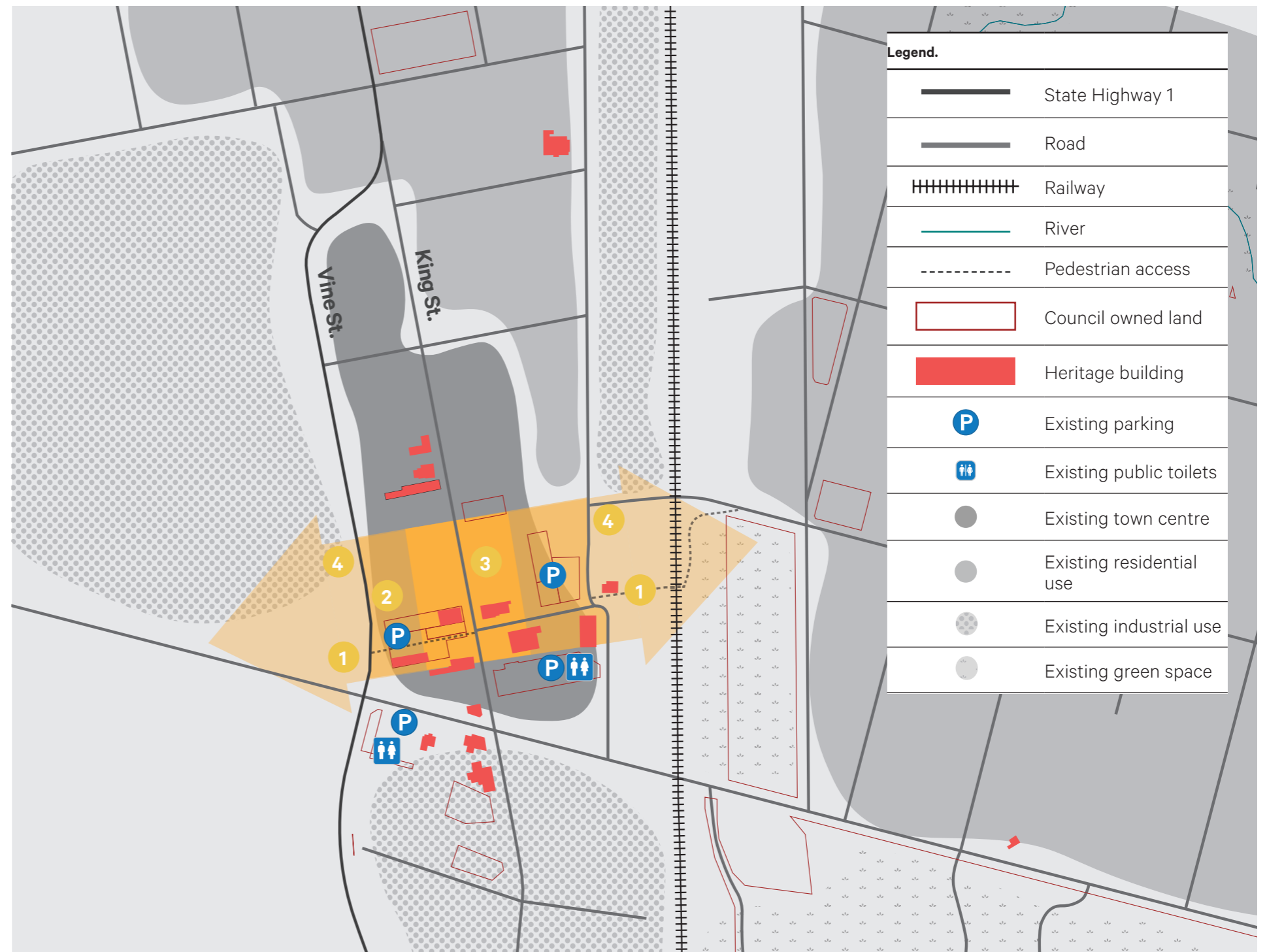
## Connect Vine St. & King St.

### This key move enhances:

- Live, Work & Play. ●●●
- Stop, Stay & Spend. ●●●●●
- Connect With Identity. ●●●●

This key move could provide a linkage between carparking on Vine Street, King Street, and Temuka trails, to encourage visitors to stop, stay, and spend. It could establish a dense zone of activity within the town to connect both locals and visitors alike with a vibrant town centre. This could be achieved by:

- 1 Creating an inviting mid block connection from Vine Street through to King Street and along Commerce Street to Temuka trails. A number of sites within the town centre could be appropriate to host this connection. Once established this link might then be activated in a variety of ways including temporary pop ups and tactical activation. Activities and destinations that anchor either end of this connection are critical to draw people through.
- 2 Establishing a shared space for sitting, gathering, and playing along this connection through to the main street.
- 3 Extending this new mid block connection beyond King Street to Hally Terrace. This link could be activated with trials such as temporary pedestrianisation and market days, and ultimately infilled with artisan magnets, community food production, and gardens.
- 4 This newly created axis could then provide an opportunity to connect through to cycle trails and the wider township.





# Key Moves.

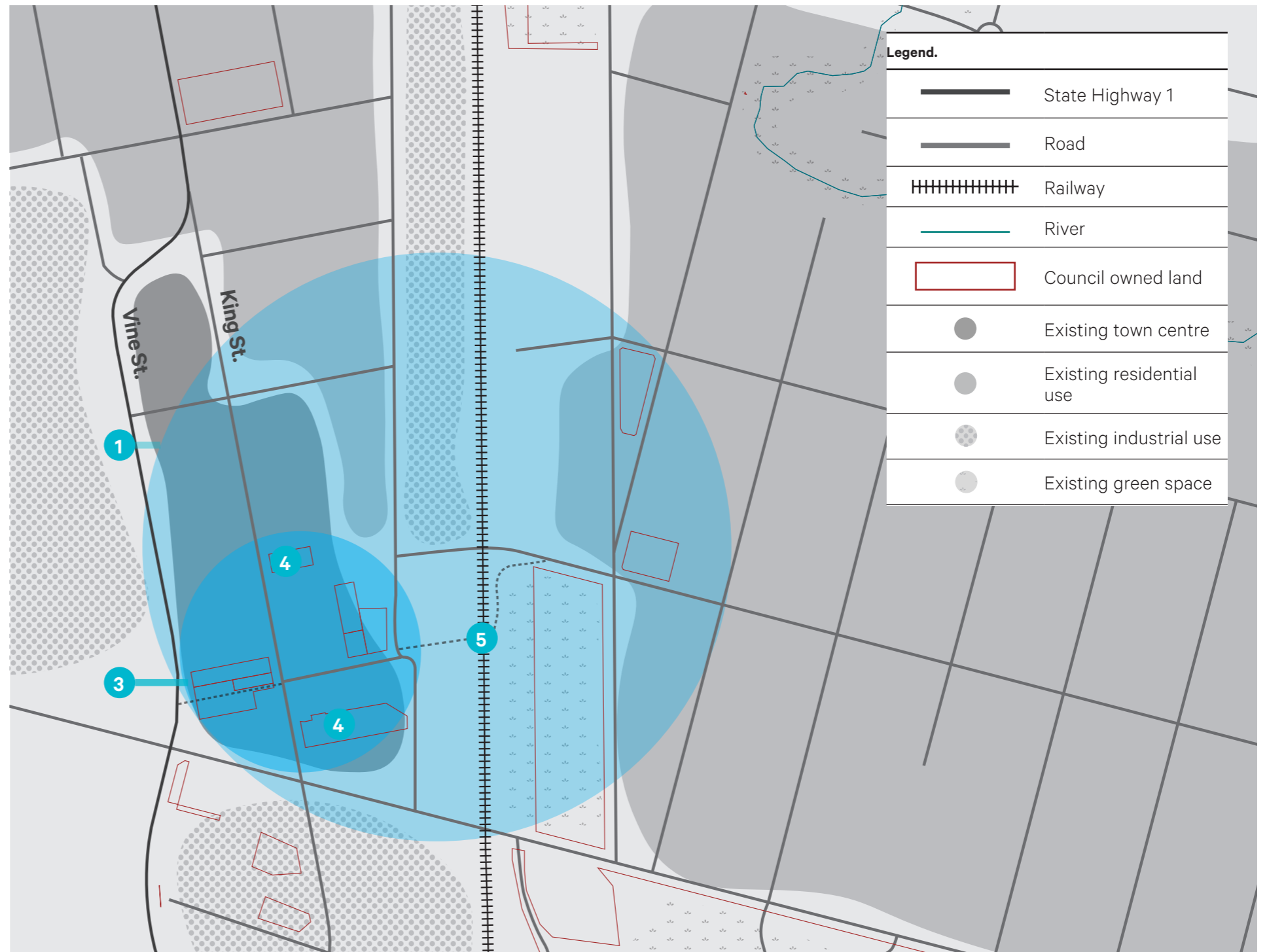
## Staying In The Centre.

This key move could bring people back to live, work, and play in the town centre. Residential intensification in select areas could help enhance connections between King Street and the eastern suburbs. It might also provide much needed affordable and diverse housing options, with downsizing potential and proximity to convenience and care facilities for ageing in place. This key move could achieve this by:

- 1 Assessing residential capacity within the proposed District Plan zoning and identifying opportunities for live-work units and later living cottages.
- 2 Reviewing Council's property holdings against priorities for intensification, public realm developments, and green space.
- 3 Consolidating the retail core, including boutique independent retail and hospitality options between Wood Street and Commerce Street. Encourage visitor magnets, including arts and craft retail to the south of Commerce Street.
- 4 Co-locating indoor and outdoor public spaces and community facilities and promoting connections through space and shared activity.
- 5 Providing safer and sufficient pedestrian and cycle rail crossings to address severance issues and investigating future shared transport options.

### This key move enhances:

- Live, Work & Play. ●●●●●
- Stop, Stay & Spend. ●●●●
- Connect With Identity. ●●●



# Key Moves.

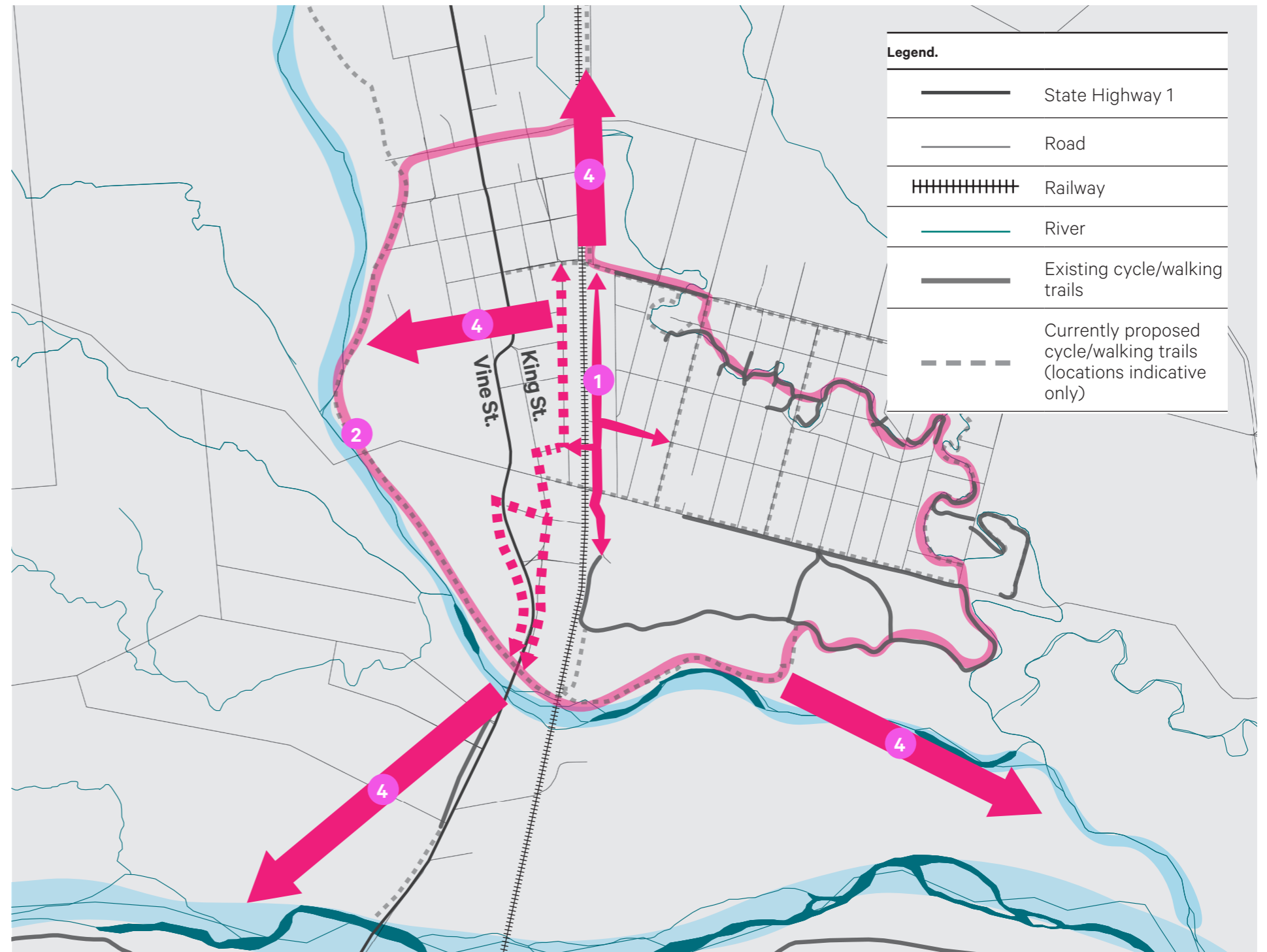
## Connect Town To Trails.

This key move could connect the town to its landscape context with walking and cycling trails. It could enhance recreational opportunities and draw visitors into town from the Domain campground. This move could tie into existing plans to promote and provide District cycling infrastructure in South Canterbury to ensure Temuka reaps the benefits as this exciting network develops. It could achieve this by:

- 1 Creating a greenway with shared cycling and pedestrian trails to connect the Town Centre to the Domain to the south and existing Taumatukahū Stream trails to the north.
- 2 The goal is to create a complete town loop for both visitor and local recreation that connects to the Town Centre.
- 3 Providing safe road crossings at key locations to ensure these new trails traverse the roads that currently sever active mode movement through the town
- 4 Investigating opportunities to connect town trails to the wider District particularly the Opihi River trail to Pleasant Point to the south, the Temuka River trails to the west, Winchester/Geraldine to the north, and the coastline and Timaru to the east.
- 5 Providing a carefully planned hierarchy of wayfinding and signage throughout the above trails which graphically ties into a new, iconic Temuka place brand. This signage can also be provided at car, bike, and campervan parking at key locations to access the trails. Tourism strategies and content can be updated to raise the profile of these opportunities.
- 6 Investigate options to enable bike hire, parking, and repair facilities at key locations.

### This key move enhances:

- Live, Work & Play. ●●●●
- Stop, Stay & Spend. ●●●●
- Connect With Identity. ●●●●



# Quick wins.

The key moves are overarching strategies which, through continued and coordinated effort, could allow Temuka to move forward towards its objectives. A number of quick wins have been identified that could allow Temuka to get started on this journey now.



## Greening The Gateways.

Work in partnership with Te Rūnanga o Arowhenua to develop a place brand that is iconic, contemporary, and deeply connected to the whenua. Place brand would incorporate graphic, naming, planting, wayfinding systems, and colour elements:

- Replace faded existing 'Welcome to Temuka' gateway signage with interim bilingual signage, while working towards a gateway signage approach informed by the new Temuka place brand.
- Refresh Temuka content on the Venture Timaru website as an interim placeholder, along with featuring a regular space for Temuka in the Venture Timaru monthly newsletter and in The Magpie. Work toward incorporating a new place brand for both website and pamphlet distribution.
- Bring landowners, neighbours, schools, and business owners into a planting partnership project for Vine Street, along with review of the existing Vine Street trees. Develop the planting character palette as part of the place brand with Arowhenua to inform the 'greening of the gateway' and ongoing riparian planting projects.
- As part of the Domain upgrade- implement pathways and wayfinding signage that bring people into town from the campground, including temporary links where needed.



## Connect Vine Street & King Street.

- Select champions to co-ordinate a local artist collective and investigate options to co-locate or share a space in the centre of Temuka, starting with 'pop-up' galleries in vacant shops.
- Implement temporary play pop-ups to draw people from Vine Street to King Street .
- Install an EV charging station on Vine Street.



## Staying In The Centre.

- Trial farmers market or community events in other spaces co-located with existing facilities such as the library or put a mobile library in the town square.
- Progress the appropriate funding model and operational system for a local community vehicle.



## Connect Town To Trails.

- Set up a Temuka community group to champion a cycle connection to Pleasant Point. Confirm the relationship and shared priorities with the Pleasant Point Community Board and local community champions. A quick implementation win may be utilising temporary routes along SH1, while longer term safe off-road connections, particularly along river banks, should be scoped and prioritised.
- Complete the roll out of the pedestrian underpass under the SH1 bridge at the Temuka River.
- As part of the Domain upgrade- implement pathways and wayfinding signage that bring people into town from the campground, including temporary links where needed.

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## Champion Network.

- Formalise a group (or network of groups) of community and private sector champions who will share ownership of, and contribute to, the Strategic Plan and projects moving forward. Outline a timeline, roles, and responsibilities.

**Appendix.**



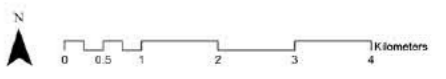
**Legend.**

- State highway
- Roads
- Temuka Community Board
- Cycle trails
- Walking tracks

*Specific projects identified in the Off-Road Walking and Biking Strategy 2012-2032.*

*Indicative rural linkages:*

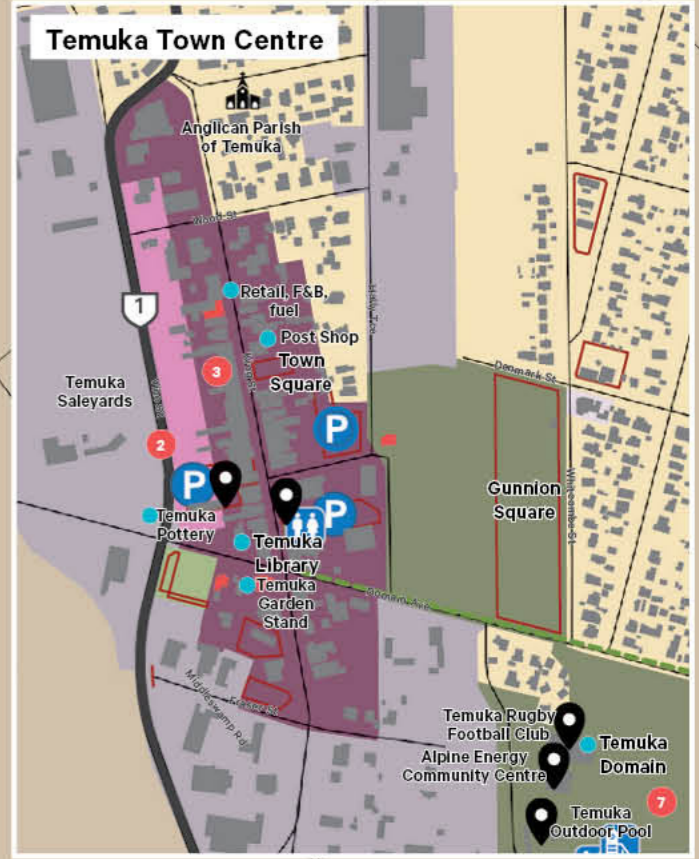
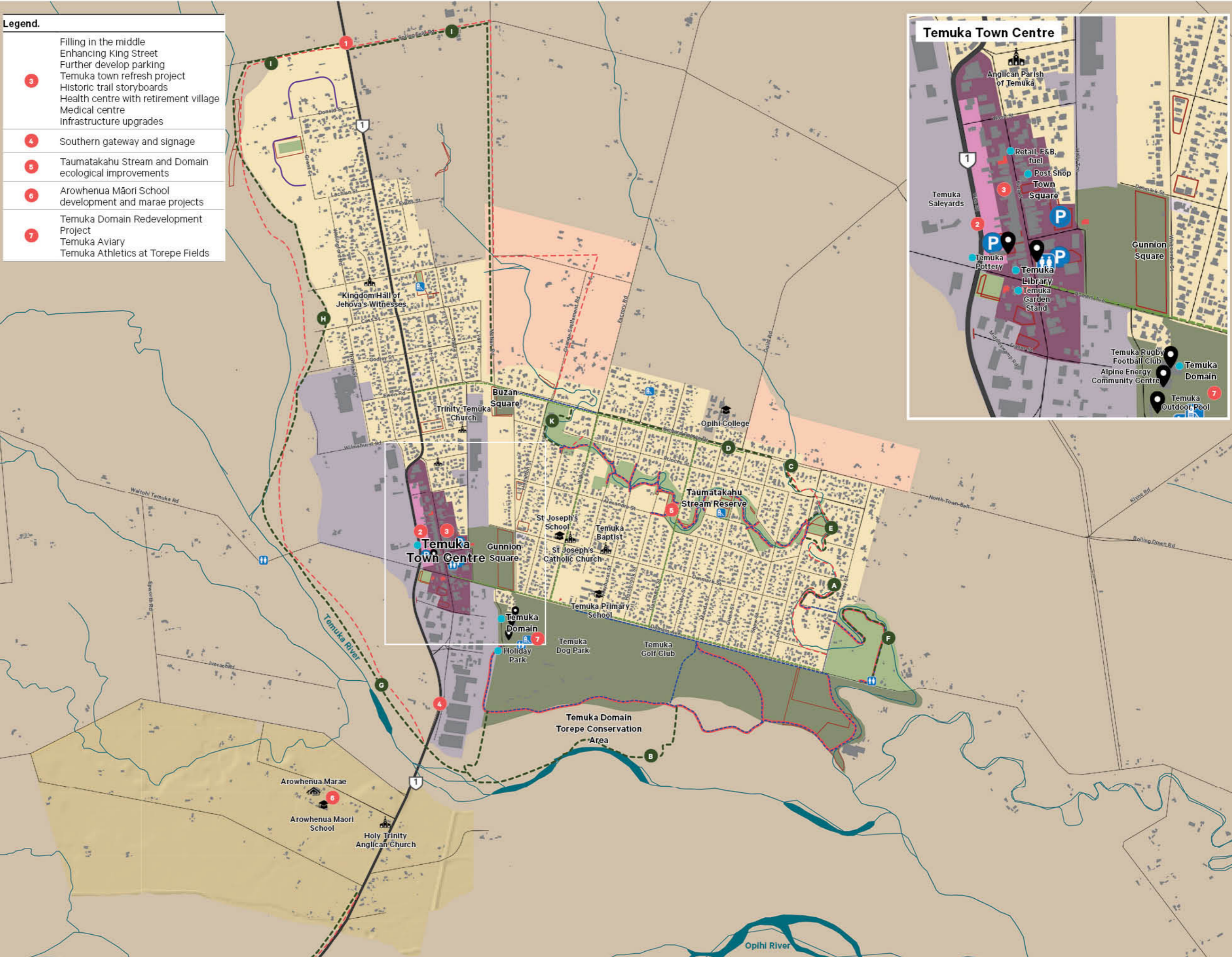
- A Linkage from Timaru to Pleasant Point
- B Linkage from Pleasant Point to Cave
- C Linkage from Timaru to Temuka
- D Linkage from Temuka to Geraldine
- E Linkage from Pleasant Point to Temuka
- F Linkage from Geraldine to Arundel
- G Linkage from Timaru to Pareora (not shown)
- H Linkage from Timaru to Brassell's Bridge (not shown)
- I Linkage from Orari to Rangitata



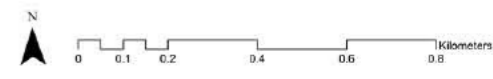
# Temuka Context Plan.

- Legend.**
- Draft District Plan.*
- General Industrial Zone
  - Town Centre Zone
  - Large Format Retail Zone
  - General Residential Zone
  - Rural Lifestyle Zone
  - General Rural Zone
  - Sport and Active Recreation Zone
  - Open Space Zone
  - Māori Purpose Zone
  - Neighbourhood Centre Zone
- Other features (existing).*
- Roads
  - Rivers
  - Cycle trails
  - Walking trails
  - Council owned land
  - Building footprints
  - Heritage building
  - Parking
  - Public toilets
  - Playground
  - Visitor attractors
- Specific projects identified in the Off-Road Walking and Biking Strategy 2012-2032.*
- Proposed tracks (developer cost)
  - A. Taumatakahu Stream (Bridge St - Rawhiti St)
  - B. Temuka Domain (Torepe field link)
  - C. Taumatakahu Stream (Richard Pearce Dr - Princess St)
  - D. Richard Pearce Drive (Wilkin St - Gulse St N)
  - E. Taumatakahu Stream (John St loop)
  - F. Taumatakahu Stream (Murray St - Milford-Clandeboye Rd)
  - G. Temuka River (Torepe fields - Waitohi Temuka Rd)
  - H. Temuka River (Waitohi Temuka Rd - Oxford Crossing Rd)
  - I. Oxford Crossing Rd - Richard Pearce Dr)
  - J. Temuka North Residential area (not shown)
  - K. Studholme St-Richard Pearce Dr.
- Proposed connections identified in the Timaru District Active Transport Strategy.*
- Proposed on-road cycle lane
  - Proposed walking connections
- Proposed projects*
- 1 Northern gateway and signage
  - 2 Refront and revitalise Vine Street

- Legend.**
- 3 Filling in the middle  
Enhancing King Street  
Further develop parking  
Temuka town refresh project  
Historic trail storyboards  
Health centre with retirement village  
Medical centre  
Infrastructure upgrades
  - 4 Southern gateway and signage
  - 5 Taumatakahu Stream and Domain ecological improvements
  - 6 Arowhenua Māori School development and marae projects
  - 7 Temuka Domain Redevelopment Project  
Temuka Aviary  
Temuka Athletics at Torepe Fields



# Temuka Township Plan.



# Consultation Summary.

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

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

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

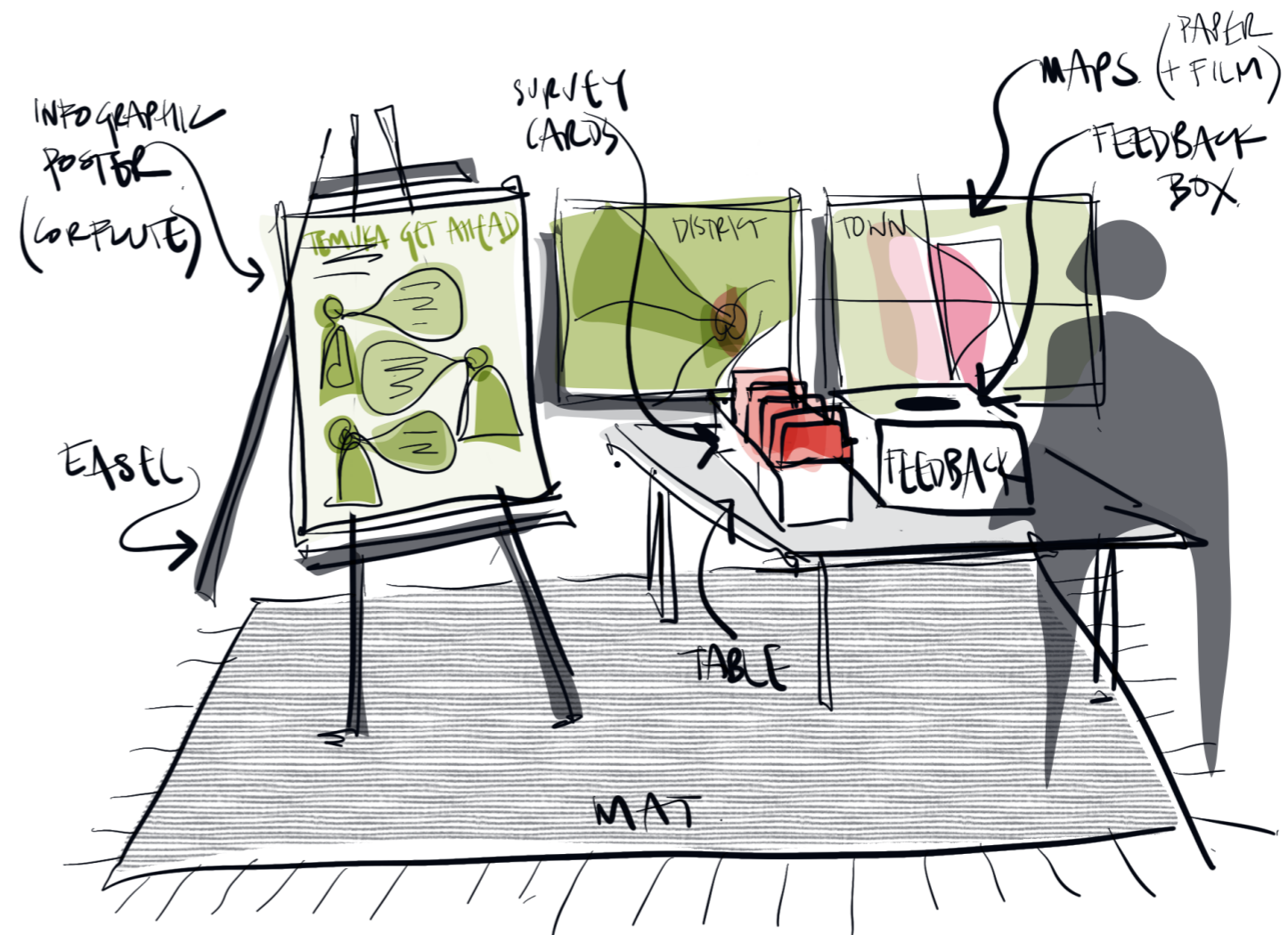
However, the consensus was less clear in the feedback collected for questions pertaining to what might be done. The question "What is something you would add?" collected a highly diverse range of answers. Answers submitted by numerous individuals included creating cycleways through the region and opening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

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

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

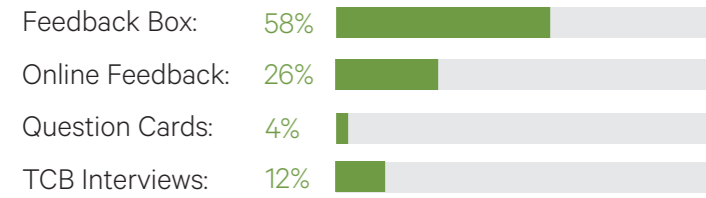
When asked what their top priorities were to live, work, and play in Temuka a lack of diverse and affordable housing options was frequently mentioned. Better public transport, particularly to provide access to Timaru, scored strongly, as did the creation of more walkways and cycleways in the region.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

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



# Who Spoke.

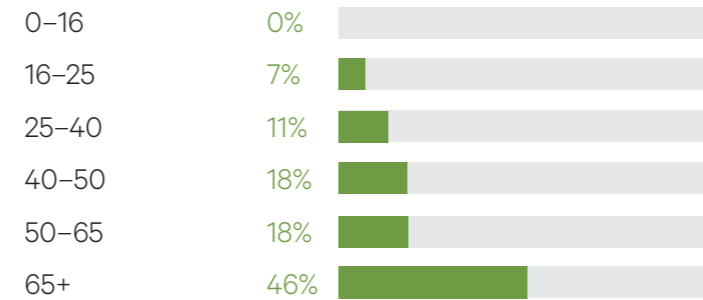
## How were you engaged?



percentage of approx. 55 people.

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

## What is your age?



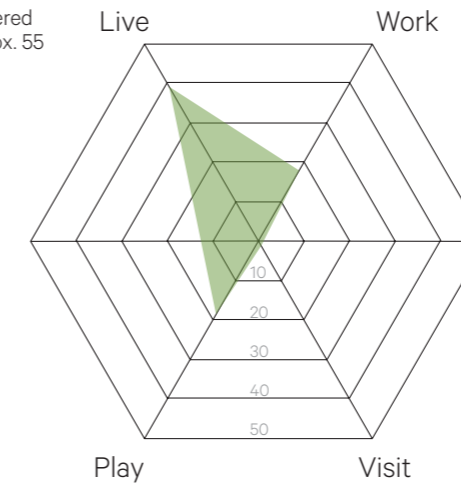
percentage of answers from approx. 55 people.

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

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

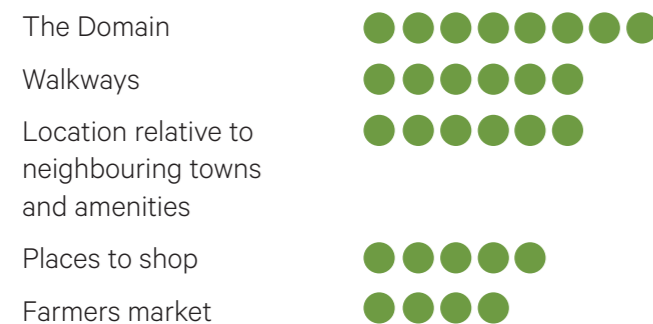
## Do you Live/Work/Play/Visit Temuka & Winchester?

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



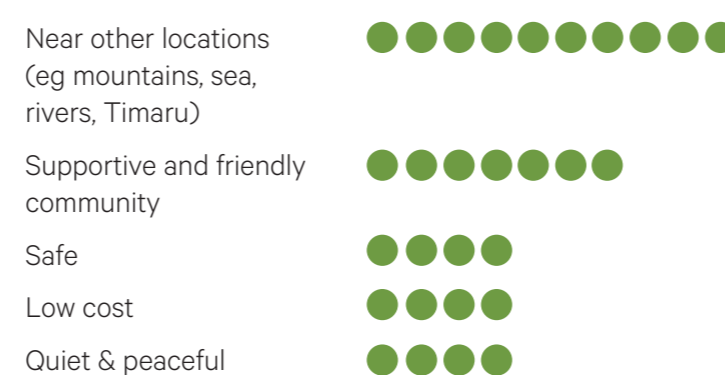
# Temuka Now.

## Community and visitors like...



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

## A reason to stay here is...



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

## The most characterful place is...



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



# Priorities.

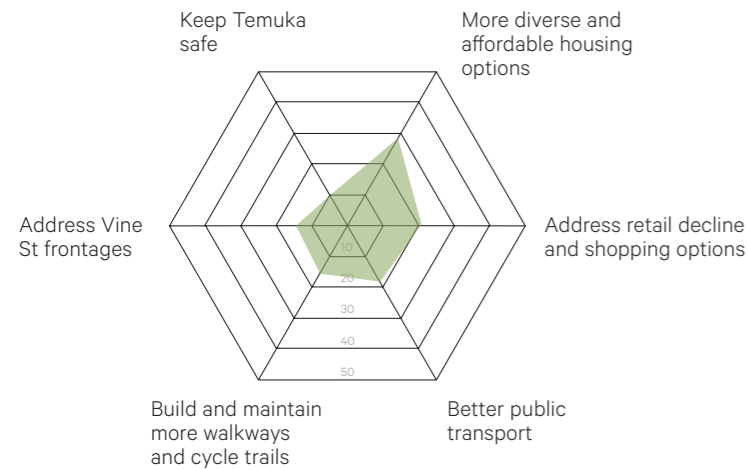
## Do you agree with the vision and objectives?

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



percentage of feedback from approx. 55 people.

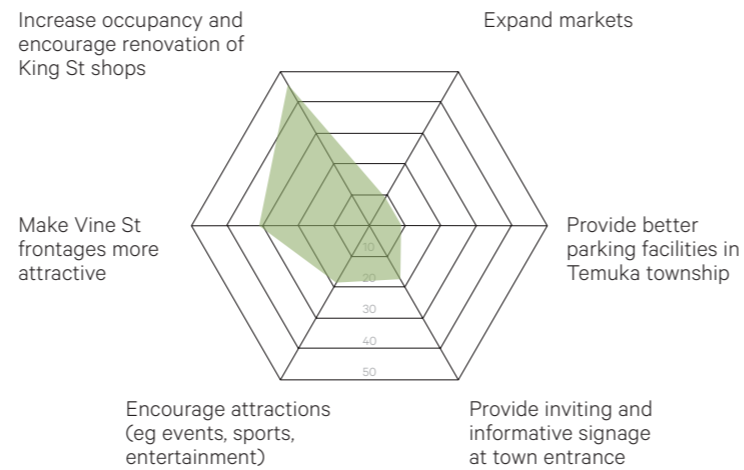
## What are the top three priorities for you to live, work, and play in Temuka?



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

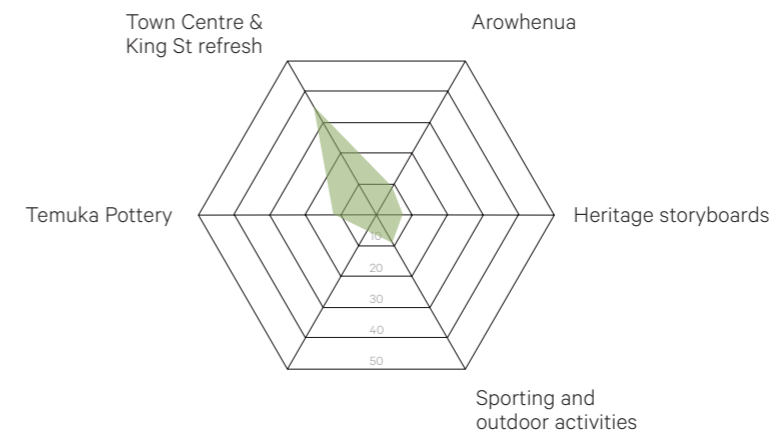
When asked what their top 3 priorities were to live, work and play in Temuka “addressing retail decline and shopping options” was the most common answer (11 times). “More diverse and affordable housing options” (answered 10 times) however was consistently prioritised more highly.

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



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

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

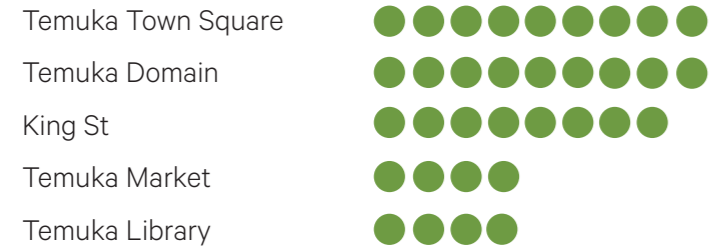


score based on priorities taken from feedback from approx. 55 people.

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

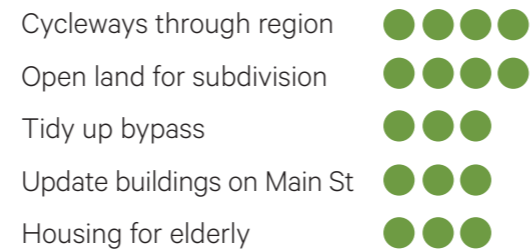
# Getting Ahead.

## The hub of activity could be?



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

## What is something you would add?



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

## What is something you would take away?



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

## Describe what Temuka is to become in the future



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



“Amazing people in Temuka who are prepared to contribute”

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

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

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

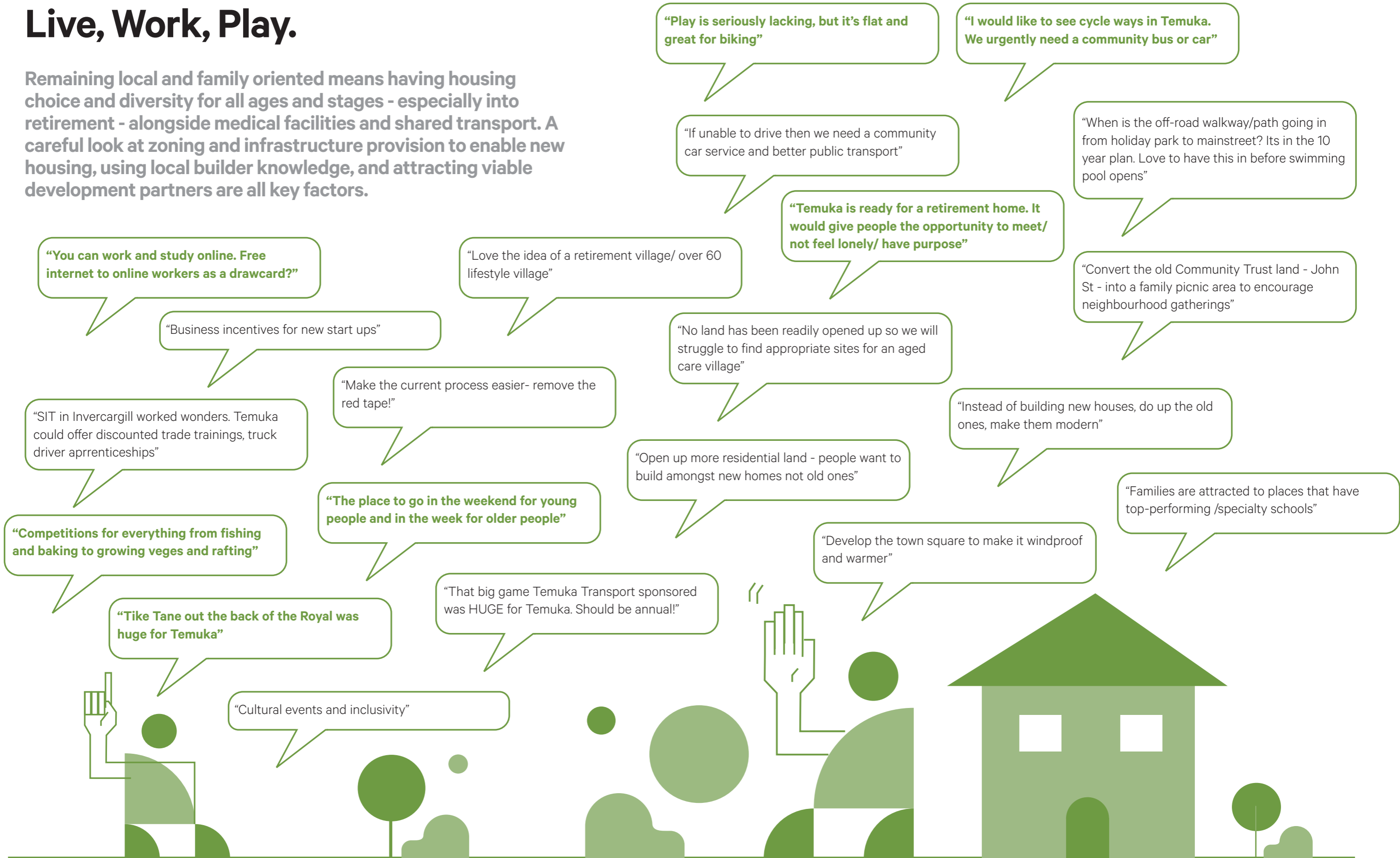
“We have a strong rural community that supports the town very well”

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

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

# Live, Work, Play.

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



# Stop, Stay, Spend.

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

"Set back and trees on Vine Street"

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

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

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

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

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

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

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

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

"Pulling power off the bypass"

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

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

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

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

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

**"Become the Sunday Destination"**

**"Build up a Motorcaravan friendly town"**

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

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

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

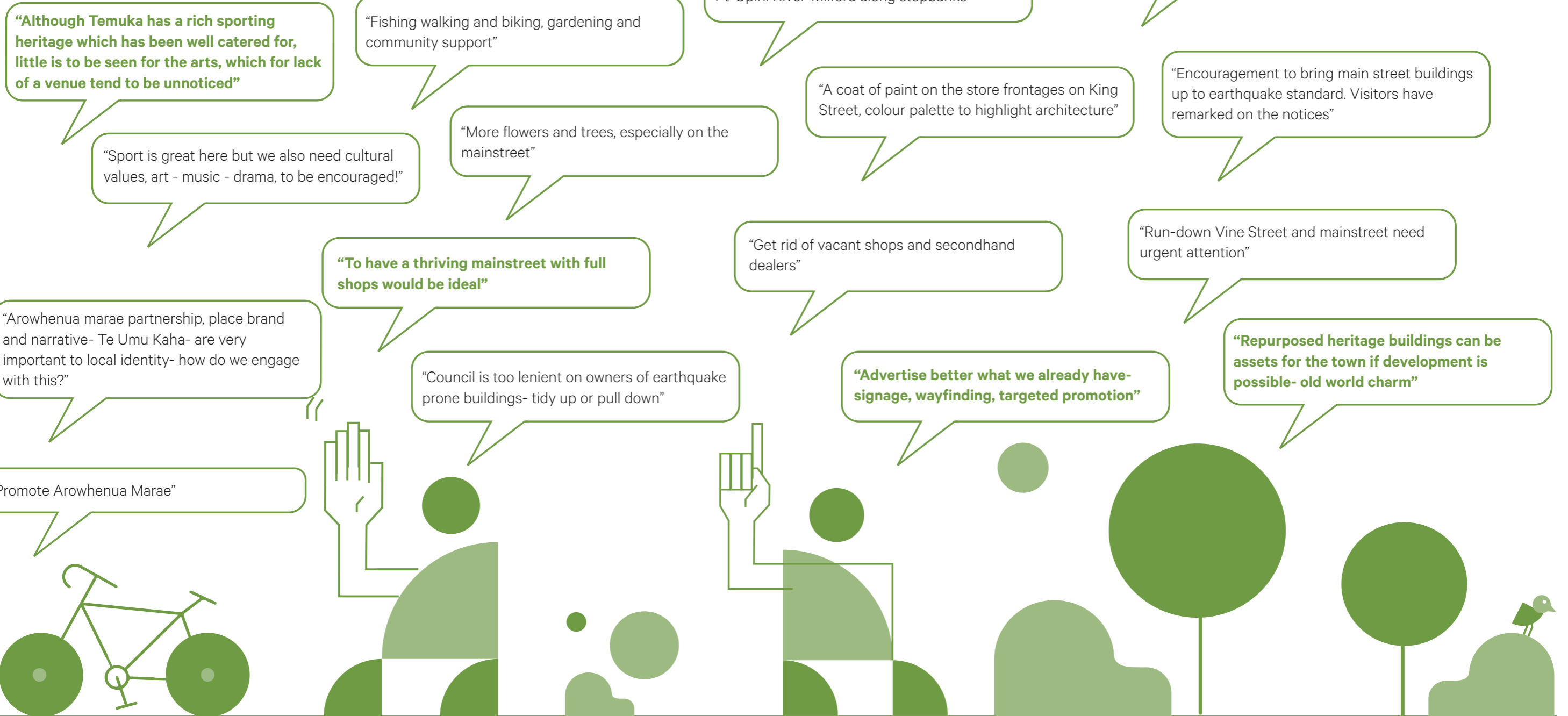
**"Artisan farmers markets and festivals AND local produce and products as 'farm gate' fit together- what do we produce in this area- show it."**

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



# Connect With Identity.

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





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**Live, work, Play.**

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**Key barriers to getting ahead:**

- vacant shops and retail decline
- not enough people living in town
- limited growth projection
- physical barriers—road and rail
- cost of building maintenance
- lack of mobility and travel options

**Potential to build on:**

- affordability, lifestyle and remote working
- active sports clubs to retain youth
- employment opportunities in the trades
- open space amenity—domain and pool investment
- library as active community hub
- local schools and learning environments
- district Plan rezoning
- community car service

**Some ideas to investigate**

- combined healthcare/ medical centre
- combined multisport hub facility for clubs
- co-located services e.g. fire station rebuild
- more housing options for all life stages and needs
- potential retirement village location
- frequent public transport/ car share
- a walkable and social town centre
- dual frontage access for development on Vine street
- townhouse sites / existing development proposals
- native plant nursery for jobs

**Possible Actions could be**

- identify what kind of growth and investment might work in Temuka and what would be needed to make this happen
- collect pedestrian and vehicle data to understand how, when and where people stop and stay
- create a town centre masterplan for viable options to attract development partners
- develop a communication strategy to start conversations with landowners/ service providers
- pull together local builder case studies for viable residential development

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**Stop, Stay, Spend.**

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**Key barriers to getting ahead:**

- lack of ‘pull factor’ from State Highway bypass through to Mainstreet
- uninviting back yards presented to State Highway
- perceived lack of vibrancy and activity in town
- changing peoples perception of Temuka

**Potential to build on:**

- initial ‘hook’ of Temuka Pottery as incentive to stop
- artisan farmers markets and festivals
- destination appeal of the wider landscape
- local produce and products as ‘farm gate’
- re-use and upcycled clothing and furniture
- all ages play trail as an attractor- e.g. sunsational
- active travel and off-road trail initiatives underway
- river restoration projects underway- Opihi, Rangitata
- domain and aviary development underway

**Some ideas to investigate**

- develop frontage to Vine Street and link to King Street, possibly with Council support
- rest area amenities and themed play space or trail
- slow tourism e.g. cycle trails, buy local
- boutique and unique accommodation
- use of colour, signage and brand
- bird and bat watching destination
- town gateway markers and signage
- best family camping

**Possible Actions could be**

- targeted promotion and destination strategy for Temuka
- collect visitor data specific to Temuka
- mutual benefit projects—visible to locals and visitors
- tactical trials and ‘pop-ups’ for temporary testing

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**Connect with Identity.**

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**Key barriers to getting ahead:**

- perception of a run-down mainstreet
- earthquake prone buildings

**Potential to build on:**

- natural assets, streams and rivers nature corridors and habitat restoration
- recognisable brands like Temuka Pottery
- Arowhenua marae and partnership potential
- proximity to mountains and sea
- heritage storyboards and attractions (e.g. Richard Pearce)

**Some ideas to investigate**

- connect cycle trails between towns and along rivers
- re-purpose and incentivise use of heritage buildings
- town centre refresh/ mainstreet upgrade
- activate the town square
- attractive parkway and greenway streets

**Possible Actions could be**

- mobilise active community groups around grants and funding
- investigate place brand and naming narrative — Te Umu Kaha
- visible identity, design toolkit
- reignite Temuka Telegraph
- partnerships to boost waterway restoration projects, e.g. DOC, ECan, Arowhenua, schools
- earthquake prone building case studies

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**Survey.**

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Name/Organisation \_\_\_\_\_

Age Group (*Circle one*) 0—16, 16—25, 25—40, 40—50, 50—65, 65+Do you live/ work/ play/ visit Temuka and Winchester ? (*Circle one or several*)

Do you agree with the vision and objectives? Y/N \_\_\_\_\_

What is something you would add? \_\_\_\_\_

What is something you would take away? \_\_\_\_\_

Describe in 3 words what you would like Temuka to become in the future \_\_\_\_\_

**Live Work Play**What are the top 3 priorities for you to live, work, and play in Temuka? (*Select from the list of barriers, ideas and actions on the opposite page or add your own here.*)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Stop, Stay, Spend**What are the top 3 priorities to get people to stop, stay and spend in Temuka? (*Select from the list of barriers, ideas and actions on the opposite page or add your own here.*)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**Connect with Identity**What are the top 3 priorities for Temuka’s identity? (*Select from the list of barriers, ideas and actions on the opposite page or add your own here.*)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

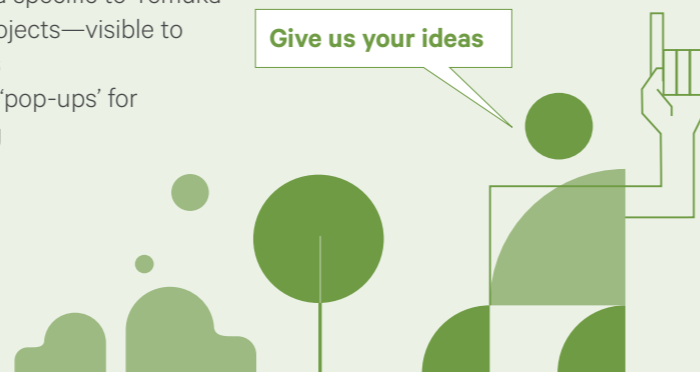
**Mutual Benefits***(Answer these questions with a few words)*

Community and visitors like \_\_\_\_\_

A reason to stay here is \_\_\_\_\_

The hub of activity could be \_\_\_\_\_

The most characterful place is \_\_\_\_\_







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