



Date: Tuesday, 16 February 2021
Time: 1.30pm
Location: Council Chamber, Wairoa District Council,
Coronation Square, Wairoa

AGENDA

Late Reports

Economic Development Committee Meeting

16 February 2021

The agenda and associated papers are also available on our website: www.wairoadc.govt.nz

For further information please contact us 06 838 7309 or by email info@wairoadc.govt.nz

Order Of Business

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8 GENERAL ITEMS

8.7 WAIROA CBD URBAN DESIGN PLAN

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Authoriser: Kitea Tipuna, Tumu Whakarae Taupua Interim Chief Executive Officer

Appendices: 1. Urban Design Plan [↓](#)

1. PURPOSE

- 1.1 The purpose of this report is to present the final Urban Design plan for the Wairoa town centre.

RECOMMENDATION

The Kaiurungi Matua Kaupapa Here me te Mana Arahi Senior Policy & Governance Advisor RECOMMENDS that Committee receive the report.

2. BACKGROUND

- 2.1 The Urban Design Plan is included in the Provincial Growth Fund “*Te Wairoa E Whanake*” package.
- 2.2 Discussions have been had with the CAAS department regarding which elements of the plan could be Council funded. These have been factored into the Asset Management Plans and have been identified for potential CBD focus in the LTP.

3. NEXT STEPS

- 3.1 If the Urban Design Plan is received, next steps would involve discussions with the Provincial Development Unit and CAAS department regarding how funds could be allotted to support implementing the Urban Design Plan.

4. OPTIONS

- 4.1 The options identified are:
- Receive the report
 - Recommend amendments to the urban design plan

Maori Standing Committee

- 4.2 The draft urban design plan was tabled with the Māori Standing Committee

Confirmation of statutory compliance

In accordance with section 76 of the Local Government Act 2002, this report is approved as:

- containing sufficient information about the options and their benefits and costs, bearing in mind the significance of the decisions; and,

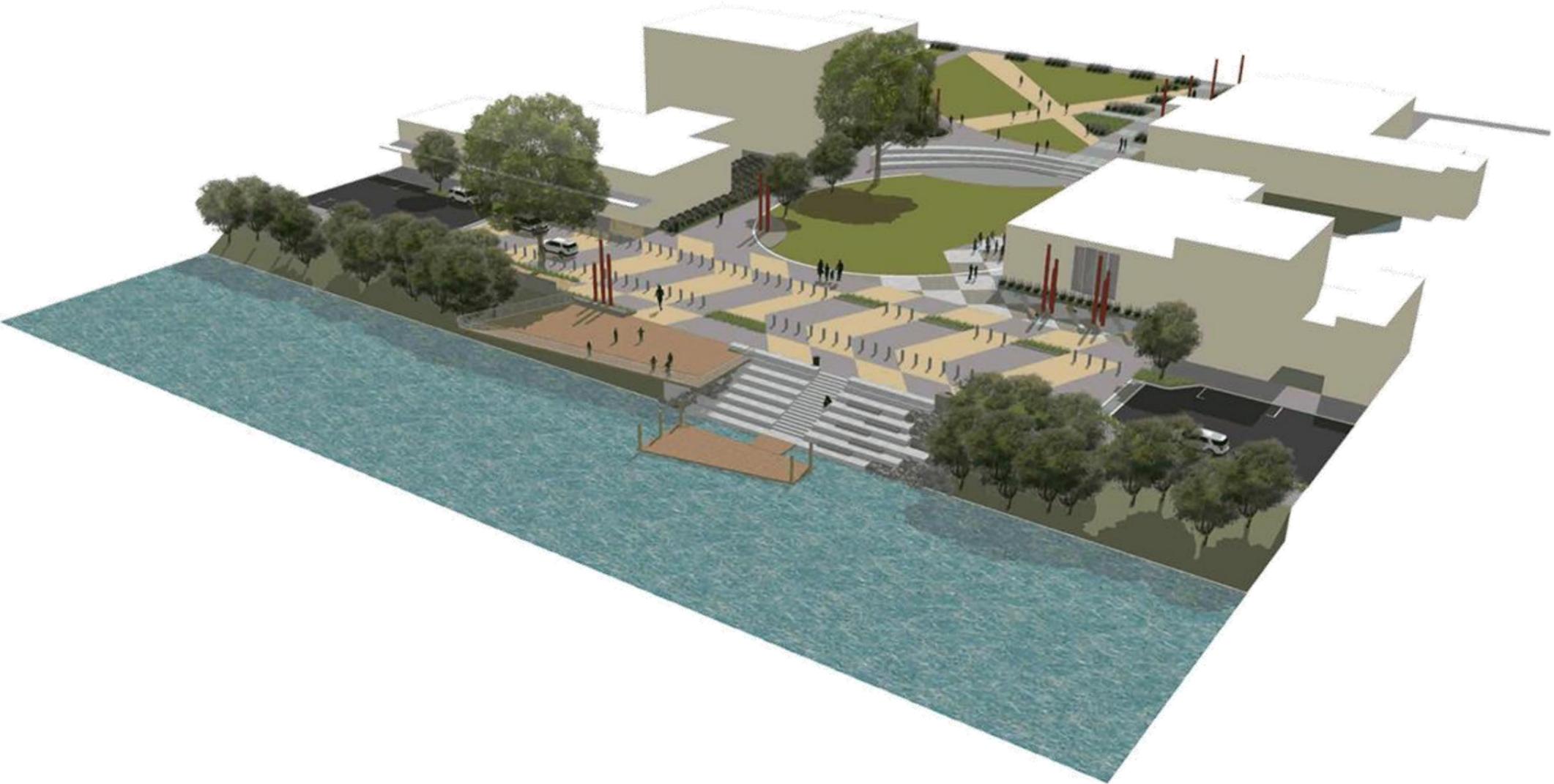
- b. is based on adequate knowledge about, and adequate consideration of, the views and preferences of affected and interested parties bearing in mind the significance of the decision.

Signatories

	
Author Courtney Hayward	Approved by Kitea Tipuna

WAIROA DISTRICT COUNCIL

WAIROA TOWN CENTRE Urban Design Masterplan



WAIROA TOWN CENTRE

URBAN DESIGN MASTERPLAN

DOCUMENT HISTORY AND STATUS

REVISION	DATE	AUTHOR	REVIEWED BY	APPROVED BY	STATUS
1	28/01/2021	N. Aiken/S Steyn	L. Malde	S. Sowersby	First Issue
2	15/02/2021	N. Aiken/S Steyn		S. Sowersby	Final

REVISION	DETAILS
1	First Issue of the document
2	Final Issue

Wairoa

The Wairoa town centre is located close to the centre of the town and District, along the southern banks of the wide Wairoa River close to where it meets the Pacific Ocean. This is a location rich in heritage; an area of riverfront habitation and a centre for food and trade for many generations. The location is steeped in cultural, built and natural heritage, much of which remains present today although not always prominent or visible.

This urban design plan (the 'Plan') has been developed as a framework to shape the town centre for the future. It's intent is to guide the delivery of the vibrant, interesting, useful, recognisable public spaces that are so valuable for wellbeing of communities. Central to the Plan, Wairoa's unique heritage provides an incredible opportunity to deliver a town centre centred around Marine Parade and the Wairoa River that is not only unique, but provides a focus and stimulus for economic growth and community pride and activity into the coming decades.

ABOUT WAIROA - NGĀ KŌRERO O TE WAIROA

Town

The Wairoa township is the principal town within the District, with around half of the nearly 9,000 of the District's residents residing here. It is located along the eastern edge of the District, straddling the Wairoa River and next to the place where the river enters the mighty Pacific Ocean. Much of the town of today is located on the southern bank of the river, although before the arrival of Europeans the opposite northern bank was the more inhabited.

Transport links and corridors have played a key part in the location of the town centre. The town centre is located adjacent to the river and key state highway road corridor through the town. Historically the town centre was located slightly upstream at the site of an earlier bridge across the river, now known as Clyde.

The town section of the Wairoa River has been a key place of habitation for many generations. The land on both banks is relatively flat, and that on the south was traditionally a river margin much used for agriculture, with dense forest.

Urban form on both sides of the river is a typical 'grid' layout common to many to New Zealand towns. As with many planned towns of the era a large town square is located in a central position, although the development of the town has ultimately been more influenced by the commercial practicalities of the key transport corridors, in particular the River and the state highway corridor. The grid layout means excellent legibility and connectedness through the town, the principal interruptions being the river and state highway corridors, adjacent to the town centre.

Country

The rural Wairoa District is also rich in culture, heritage and sites of interest, with a backdrop of natural beauty that rivalling any in New Zealand, from stunning coastlines and the Mahia Peninsula to deep river gorges and the breath-taking Lake Waikaremoana. Much native forest remains in the west of the District around the lake, with the latter a popular domestic tourist destination. The Districts other key attraction for visitors is the large Mahia Peninsula with its superb climate and beaches. It is notable for the purposes of this Plan that these two key visitor attractions are in large part associated with natural heritage and landscape, and that both also have significant rich human and cultural heritage.

Economically much of the District is devoted to farming, and in particular pastoral farming. The Mahia Peninsula is a key holiday destination, and more recently is also home to the worlds first privately owned space-rocket orbital launch facility.



Source: www.wairoadc.govt.nz



- Study area
- Parks / reserves
- Schools
- State Highway
- Railway line
- Shared paths



Source: www.wairoadc.govt.nz

Wairoa Town Centre Masterplan - Key Project Locations



- Project Area
- CBD
- 1 Marine Parade Streetscape Revitalisation
- 2 New World Carpark Upgrade
- 3 Manukanui Park
- 4 Central Plaza (Marine Parade Central and 'Hospitality Hub')
- 5 Manukanui Plaza
- 6 Terraced Steps and Wharf
- 7 Terraced Steps and Jetty
- 8 New World Pedestrian Link
- 9 Central (Cemmel's) Pedestrian Link
- 10 Playground Pedestrian Link
- 11 Queen Street Corridor Streetscape Revitalisation
- 12 Intersection Threshold Upgrades
- 13 I-Site Intersection Upgrade
- 14 Town Centre Gateways
- 15 Secondary Town Centre Gateways
- 16 River Terraces
- <- - - - -> River Walk



This Masterplan identifies and proposes a series of largely interconnected urban design based enhancements across the town centre that support or promote the vibrancy and identity of the town centre for local people and visitors.

TE WAIROA E WHANAKE

Background - Te Wairoa E Whanake

PURPOSE

The urban design plan project stems from Te Wairoa E Whanake, whose Mission Statement is "to regenerate the town centre through a private and public partnership that creates new educational and employment pathways whilst revitalising the Districts CBD. The programme will bring students, whānau and the community together by creating a robust, sustainable, cultural reflective and digitally connected town centre where people naturally congregate and that meets the four Local Government well-being principals of economic, cultural, special and environmental outcomes". It is proposed that Marine Parade, identified as the heart of the Wairoa Takiwa is revitalised through a number of activities and projects.

THE OBJECTIVES OF TE WAIROA E WHANAKE

The Objectives of Te Wairoa E Whanake are reproduced in the diagram opposite. These together with the Mission Statement and Opportunities identified in Te Wairoa E Whanake have been used as foundation objectives in considering specific urban design issues and solutions for the town centre.

The resulting urban design plan responds specifically to these objectives, either directly through its own suggested enhancements, or indirectly in suggesting enhancements that support other Te Wairoa E Whanake initiatives such as the Gemmells Building of Library Project.

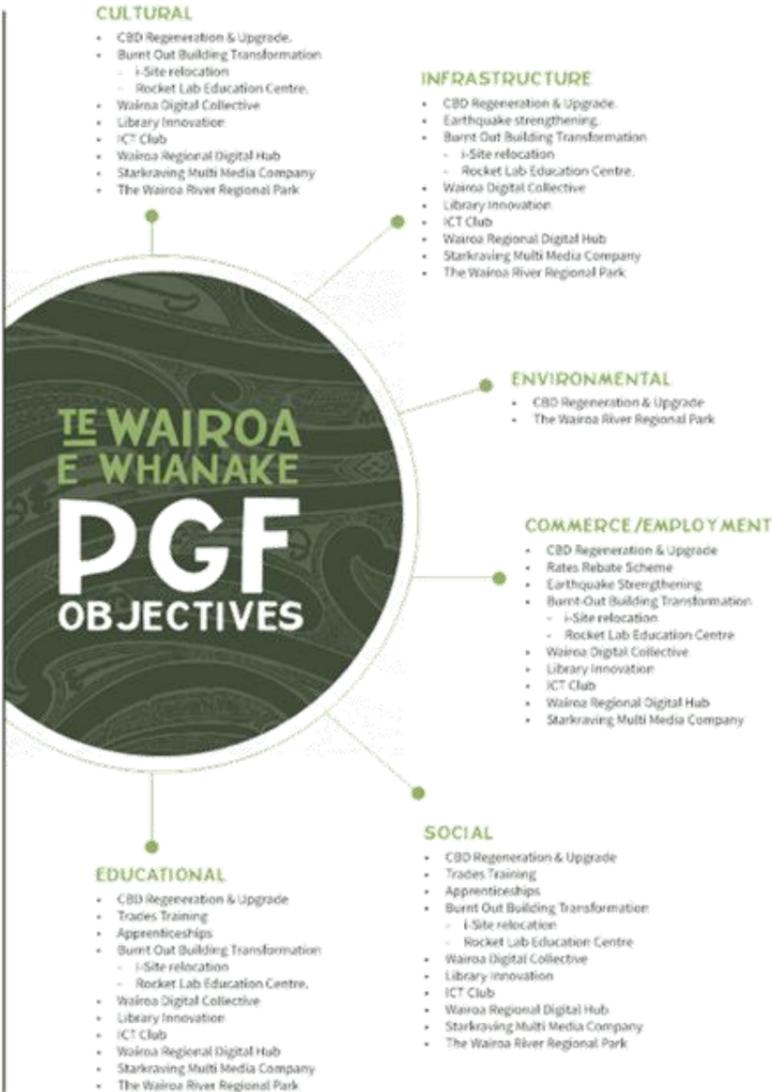
There are several other outcomes and projects identified in the Te Wairoa E Whanake document. These include opportunities for involvement from every business in the town centre. A series of opportunities are also identified for the town centre. These are reproduced on the following page.

The approach taken by this Plan has been to develop a Vision and series of guiding Urban Design Principles that deliver again the the Purpose and Opportunities of Te Wairoa E Whanake, and deliberately integrate with and support the various objectives and other projects.

BILINGUAL WAIROA - TE WAIROA REORUA

This urban design plan seeks to support the Te Wairoa Reorua Bilingual Wairoa 2040 initiative. The urban design plan makes reference to suggested opportunities such as interpretive material and art. It is intended that all such features be delivered in a bilingual manner as appropriate.

The development of art and interpretive strategies and material is beyond the scope of this Plan. The intent of this Plan with respect to Te Wairoa Reorua is to identify opportunities for the establishment or placement of these and material than can be appropriately further development and refined with the input of key stakeholders. In short the intent of the Plan is specifically to support opportunities associated with Te Wairoa Reorua but to leave sufficient flexibility for these opportunities to be detailed appropriately at a later stage.



The Objectives and key projects identified in Te Wairoa E Whanake have been used as a starting point for the development of urban design principles, and helped inform the location of key precincts and project areas in the town centre.

ISSUES, OPPORTUNITIES, OBJECTIVES

Issues and Opportunities

Given the masterplans purpose, it has looked to the Strengths, Weaknesses, Threats and Opportunities (Opportunities) identified in Te Wairoa E Whanake. These 'Opportunities' have directly influenced the development of urban design Vision and Themes for the masterplan.

A workshop was also held with key staff of Wairoa District Council, to ensure a robust understanding of these Opportunity elements, and to identify any additional items of concern or interest. The Issues and Opportunities Plan on the following page summarises the location of items identified during that conversation. A third principal source of information for the masterplan was a summary of earlier engagement with the wider Wairoa community. In general the Opportunity items identified were common to all three sources.

Given the masterplan is an urban design response, several key identified Opportunities (including those referenced as strengths, weaknesses or threats) were of particular interest in developing themes and urban design based responses. These were:

Cultural Richness and Identity

- The Wairoa River
- Heritage and special character buildings
- Walkways, deterioration of buildings and decay impacting upon use and environment
- Lack of tourist facilities
- Lack of vibrant community spaces
- Urban ecology
- Pedestrian friendly, foot traffic in the town centre
- Riverbank
- Reorua*
- Iwi narrative, architecture and symbolism*

(*see below regarding masterplan scope)

Proposed enhancements were intended to respond to these factors, and were then re-checked to ensure integrated responsiveness. Some elements, most notably incorporating iwi narrative and Reorua are beyond the scope of detail of the masterplan itself. However it is the deliberate intent of the masterplan to provide a 'template' that also enables the further development of these opportunities.



Clearly defined Opportunities and associated Strengths, Weaknesses and Threats in Te Wairoa E Whanake have enabled refinement of 6 key Urban Design Principles, and informed the development of targeted town centre enhancements.



The riverfront setting and northerly aspect presents a number of opportunities to enhance the town centre

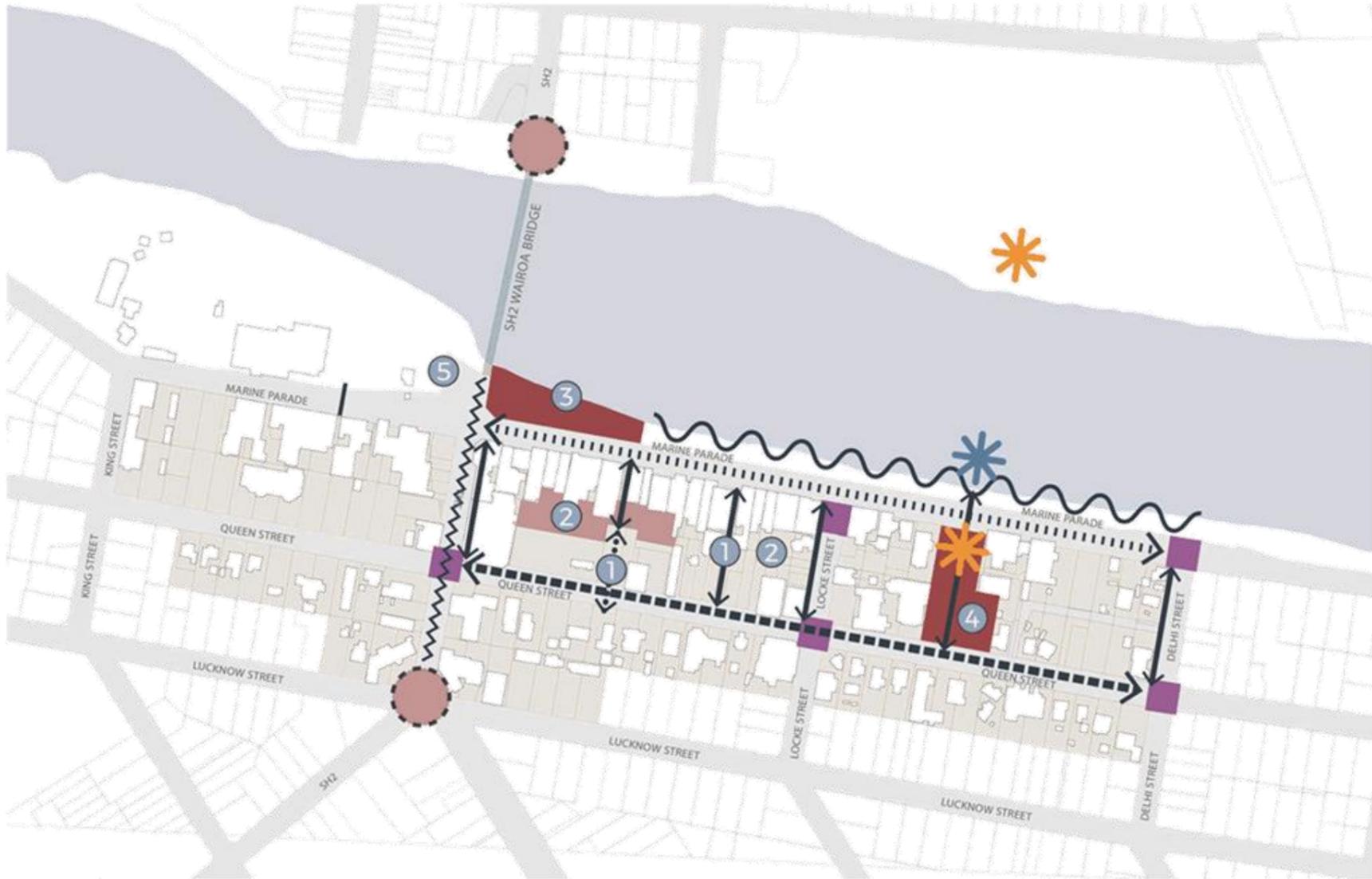


The condition of some buildings significantly detracts from the town centres vibrancy and appeal

Issues and Opportunities Plan



-  Limited access, connections and visibility between CBD and river
-  SH2 barrier
-  Old streetscape requires rejuvenation
-  Wide streetscape / lack aesthetic qualities
-  Limited access and legibility
-  Low quality linkages
-  Areas of significant heritage value (River)
-  Areas of significant heritage value (Land)
-  Low key entranceways into the CBD
-  Significant Open Space
-  Significant Intersections
-  Carpark Pedestrian Links
-  Back of shops with low amenity values
-  Under utilised green open space in strategic location
-  Under utilised green open space
-  Shortage of quality seating



Objectives of Te Wairoa E Whanake

OBJECTIVES OF TE WAIROA E WHANAKE

Te Wairoa E Whanake identifies a series of key objectives and projects, one of which, the delivery of town centre regeneration is the principal purpose of this Plan. A number of other distinct projects are also identified in Te Wairoa E Whanake, and many of these are also located in the town centre.

Opportunities, threats, strength or weakness have also been identified that could support or impede these objectives. This Plan provides a series of interconnected improvements that address these factors to support the objective of a revitalised and regenerated town centre, and support the success of other project objectives. A Vision for the town centre and series of supporting overlapping Design Principles have been developed to guide design responses. This Vision and the 6 Design Principles are explained on pages 15 and 16 of the Plan.



CULTURAL

Delivering the regeneration and upgrade objectives of Te Wairoa E Whanake

- Opportunities to celebrate cultural identity, built heritage, Te Wairoa Reorua
- Support projects identified in Te Wairoa E Whanake.

SOCIAL

Delivering the regeneration and upgrade objectives of Te Wairoa E Whanake

- A vibrant town centre for employment and social activity
- Support projects identified in Te Wairoa E Whanake.

COMMERCE/EMPLOYMENT

Delivering the regeneration and upgrade objectives of Te Wairoa E Whanake

- A vibrant town centre for employment, and a visitor economy
- Support projects identified in Te Wairoa E Whanake.

INFRASTRUCTURE

Delivering the regeneration and upgrade objectives of Te Wairoa E Whanake

- Streets and facilities that improve accessibility and amenity
- Support projects identified in Te Wairoa E Whanake.

ENVIRONMENTAL

Delivering the regeneration and upgrade objectives of Te Wairoa E Whanake

- Improve amenity and reduce environmental footprint and celebrate natural heritage
- Support projects identified in Te Wairoa E Whanake.

EDUCATIONAL

Delivering the regeneration and upgrade objectives of Te Wairoa E Whanake

- Opportunities to support employment, Te Wairoa Reorua, celebrate knowledge and learning
- Support projects identified in Te Wairoa E Whanake.



An Urban Design Vision

In developing and confirming a Vision for the Town Centre, this urban design plan has sought to respond to the Objectives, and Opportunities specifically identified in Te Wairoa E Whanake. These already clearly indicate the aspirations and matters of importance to the local community, and it is the purpose of the urban design plan to assist in the delivery of these.

It is important to the development of the urban design plan to identify a simple Urban Design Vision for the town centre, that then informs further development of urban design principles and responses and eventual delivery of the urban design plan itself.

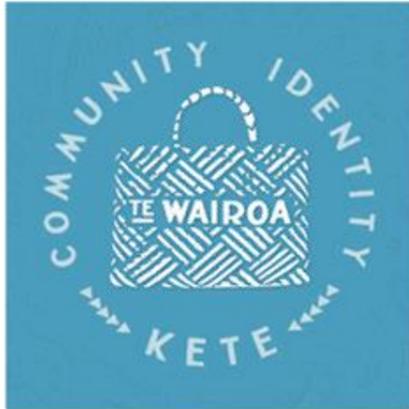
On this basis the urban design Vision for this masterplan has been identified as:

A town centre that supports and celebrates the commercial, social and cultural aspirations and achievements of Wairoa town and District, and that contributes to the special local character and identity of Wairoa through attractive well-connected spaces and places, opportunities and experiences for local people and visitors alike. A town centre that is at once the heart and gateway to the District.

Elements and features of this urban design masterplan are intended to assist in the sustainable and staged delivery of this Vision

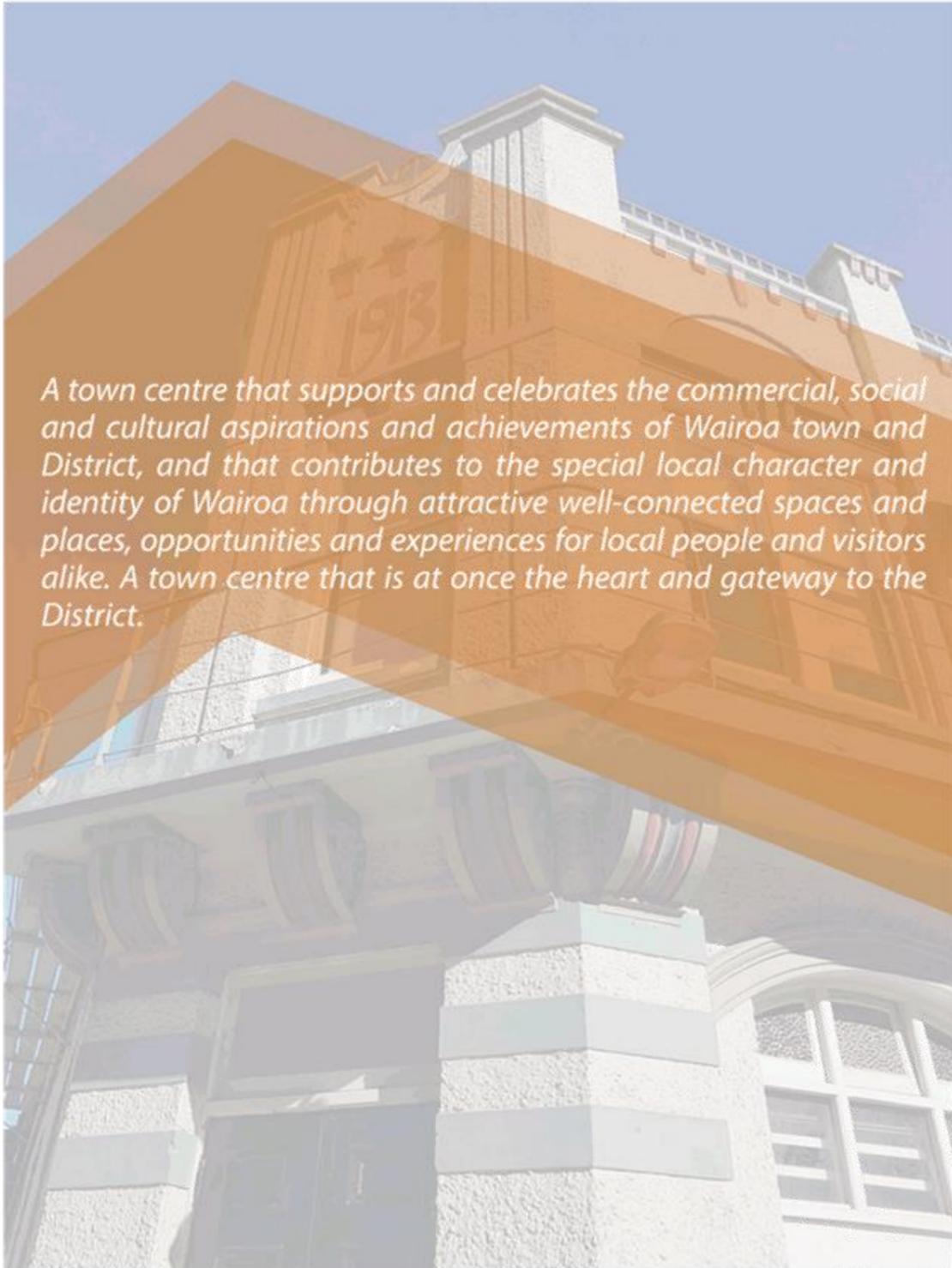
COMMUNITY IDENTITY KETE

A Kete has been developed that includes several important pieces of guidance that have informed this urban design plan. The Kete includes the Te Wairoa font, Identity Guide, maps, artwork and textures. Together these guides provide tools, concepts and examples of how the Te Wairoa identity can be implemented and communicated. Elements of the Kete have been considered during the development of this Plan.



It is not the place of the Plan to determine the specific nature, or location of textures or artwork as these elements will require further engagement with the community. Rather this Plan seeks to provide a 'template' or 'canvas' to enable these uniquely Wairoa elements to be used appropriately and in a way that deliver the intent of the Vision and the Kete, representing the Districts people, places, culture and history.

Reference is made to opportunities to implement elements or features from the Kete throughout this Plan document. These may be in the form of informational signboards, textures, colours, symbols, reo/language and identity. However as with Te Wairoa Reroua the detail and manner in which these things are implemented will need to be completed at a later stage with the participation of key stakeholders.



Urban Design Themes to achieve the Vision for the Town Centre and address the Objectives and Opportunities of Te Wairoa E Whanake

DELIVERABLE OBJECTIVES WITHIN THE TOWN CENTRE

This masterplan sets out how specific aspects and themes of good urban design can contribute to assist the delivery of the objectives contained within Te Wairoa E Whanake. Those objectives are expansive in nature, extending to commercial and education aspirations amongst others. Urban design based solutions can both directly and indirectly assist in achieving these objectives. To do so a set of Urban Design Themes based on established urban design principles have been developed. These have guided and tested the development of the masterplan and each of the proposed enhancements contained within it. The Principles are based on commonly recognised good principles of urban design, adapted to suit Te Wairoa E Whanake. Their association with the objectives is indicated.



IDENTITY AND INNOVATION

Celebrating, highlighting and creating local and unique natural, cultural and built heritage, (historic and contemporary) innovation, art and landscape.

- Cultural
- Environmental
- Commerce/employment



VIBRANCY

Embracing diversity and mixture of uses, buildings, features, places, and activities and the interaction between them.

- Social
- Commerce/employment
- Cultural



AMENITY

A place that feels comfortable, safe and stimulating by day and by night; that encourages the local community and visitors alike to stop, participate and spend time in the heart of the Wairoa.

- Social
- Environmental
- Commerce/employment



ENVIRONMENT

A resilient town centre that makes use of natural systems and promotes and the integrity of the natural, physical and metaphysical environment.

- Cultural
- Environmental
- Infrastructure



CONNECTIVITY

Connections are 'places', that connect the community and its visitors together physically, socially, economically and culturally by a range of modes.

- Infrastructure
- Social
- Commerce/employment



PEOPLE

A town centre valued and embraced with pride as the commercial, cultural and recreational heart of its community, where individuals and local entities feel they have a role to play in Wairoas' future

- Cultural
- Educational
- Social
- Commerce/employment

HUBS AND PRECINCTS

Urban Design Structure

ACTIVITY HUBS AND PRECINCTS

The initial review of engagement feedback, background documents and on-the-ground assessment of the town centre identified the presence of several 'clusters' of similar or complementary activity. Key movement opportunity (vehicle and non-vehicle) was also identified. These clusters were also reviewed in light of the issues map in order to determine potential opportunities or challenges.

Ultimately a series of clusters of activity were identified. These are:

- Recreation and Play
- Commercial Retail and Food
- Commercial service and large format
- Professional services
- Community and educational facilities and buildings

Reviewing these clusters against the Vision for the town centre indicated significant opportunity to assist in the delivery of the objectives and outcomes of Te Wairoa e Whanake. Each of the clusters in essence, if supported by the urban design plan, has the potential to contribute towards identified cultural, infrastructure, environmental, commerce/ employment, social and educational objectives. For this reason the urban design plan has taken the approach of seeking to enhance desired activities with semi-defined 'precincts' or areas that match and expand the existing clusters of activity.

As a result three key precincts and five activity locations have been identified. These have then formed a key part of:

- Active (Play)
- Business (Main Street Retail and Food)
- Business sub-cluster - Business (Professional and Service)
- People (Learning and Leadership)

It is accepted in good urban planning that the clustering and location of some types of activities or co-location of several types of activities in close proximity can lead to mutual benefits. In developing the masterplan these opportunities have been identified and highlighted



either through the identification of a precinct, the provision of enhanced amenity-connections between them, or both. A good example of this is the close proximity location of the People Precinct and professional services activities within the Business Precinct with each other and with existing or proposed hospitality activities such as cafes.

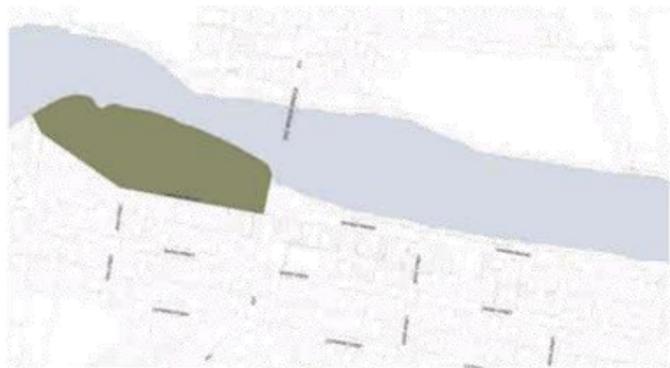
The provision, types and nature of movement facilities (streets, footpaths, cycleways and pathway) is very important while these are not 'precincts' their provision and location has been a factor in determining the extent of precincts.

- Gateway
- Commercial
- Retail and Hospitality
- District Heart, People and Knowledge
- People and Play

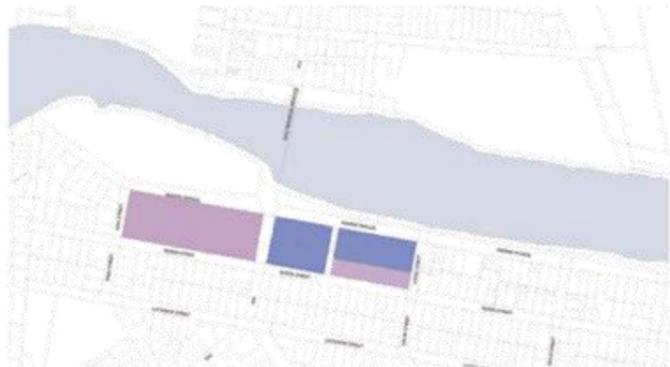
PRECINCTS AND THEIR CONNECTIONS

It is important to recognise that each of the precincts has an important part to play in the achievement of objectives. For example the Active (Play) precinct (that includes the destination playground) can attract passing trade to the Business precinct (shops and cafes). The effectiveness of this collaborative pairing or proximity of different types of uses is significantly assisted (or hindered) by the quality of connections between them. Accordingly it is a focus action of this plan to further enhance these connections and the attractiveness of Wairoa as a 'stopping place' for an extended period of time, with the potential of encouraging retail activity during the stop. The longer the stop the greater the opportunity. Providing a visually enticing, engaging, comfortable and interesting experience will result in more frequent and longer stops. Much as it is intended that the destination playground attract more and longer stops in the town centre by visitors, the masterplan also seeks to encourage visitor to move along Marine Parade. The development of attractions towards East End may assist to achieve this. Similarly local people use the playground, and facilities such as the library near East End, encouraging people to move around and spend time in the town centre is beneficial.

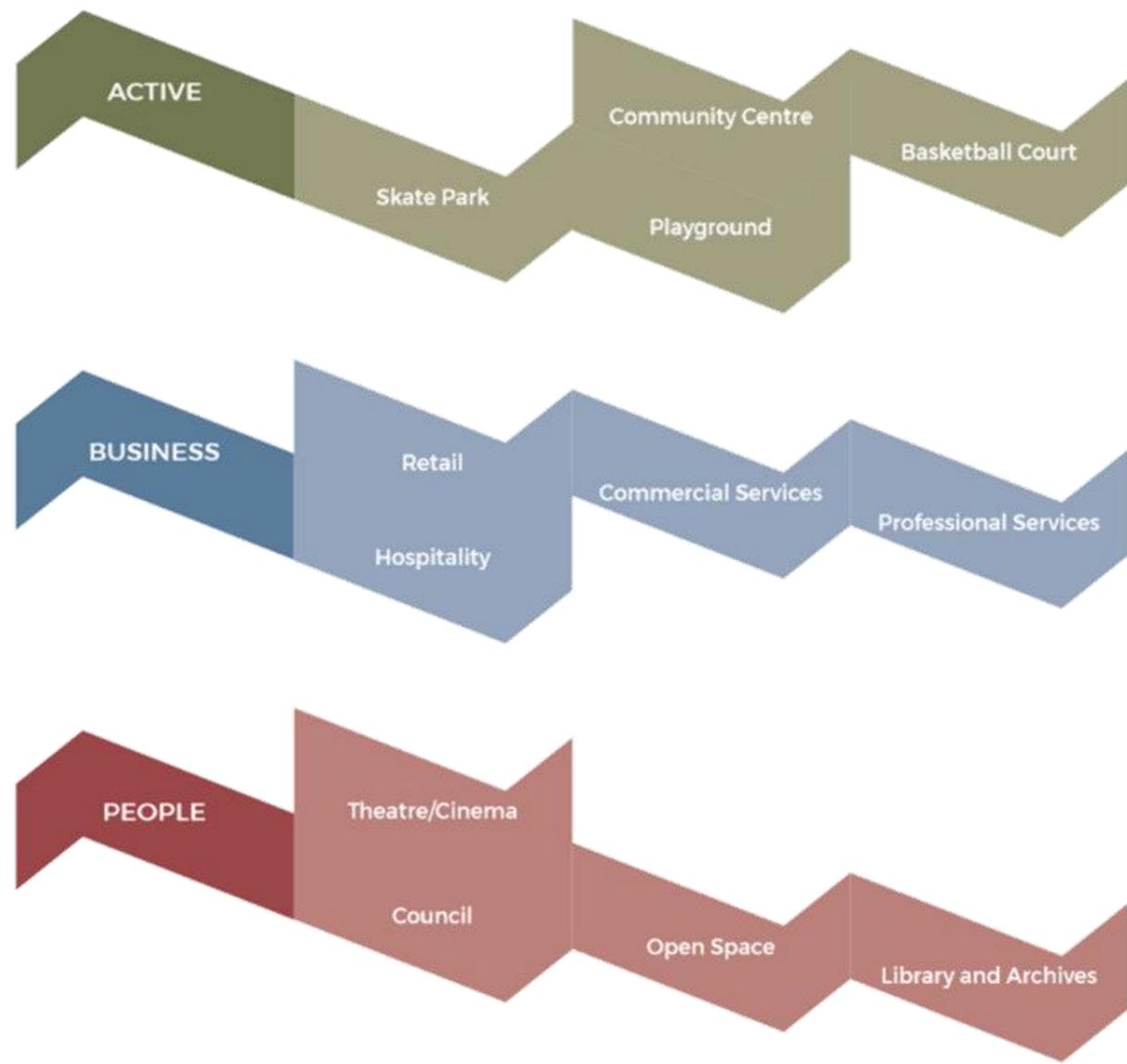
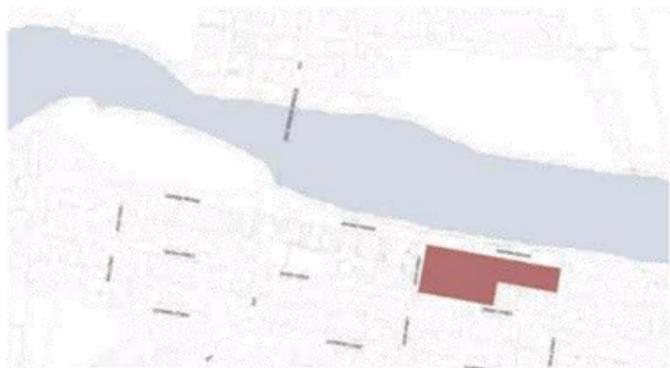
Active Play



Business



People



Active (Delivering Environmental, Social, Educational)

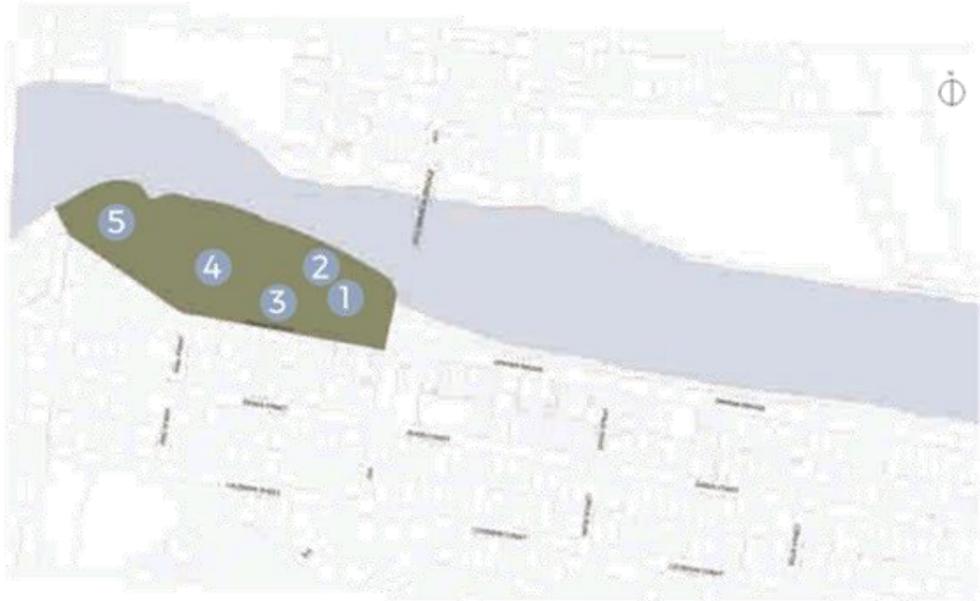
The 'Active' precinct is centred around the existing destination playground, riverbank, skate facilities, swimming pool, camping ground and indoor sports facilities. It plays an obvious part on the delivery of social, recreational and cultural benefits for the local community. The co-location of recreation and play activities has benefits by delivering a wider range of recreation opportunities across age and interest groups at a single location. For example a family visit could see younger children at the playground and older children at the skatepark.

The location of play and recreation opportunity in the town centre also has other benefits. It contributes to diversity of activity that is complementary - parents can shop while 'the kids play', or coffees can be bought and consumed while watching over children. It is very notable that here, children are visibly included and welcomed into the town centre, in stark contrast to some locations where 'play' activities such as skateboarding are seen as undesirable and often be 'designed-out'. While activities such a skateboarding may cause damage to street furniture and facilities, this can be managed and the inclusion of children in the town centre and provision of suitable play equipment is a significant benefit for the Wairoa town centre.

Finally, and significantly 'Play' is also a potential key 'attractor' for the town centre, with the destination intended to encourage travellers to stop and take a break in the town centre en-route. The close proximity and easy connections to the playground in particular, especially with nearby food offerings, are a relatively uncommon and significant benefit to the town centre.

Extending beyond the current playground the masterplan suggests that additional experience for children, such as education and stimulating heritage information and challenges are designed into and located along the shared path atop the waters edge between the Playground and the Theatre. These could be based on a number of narratives/themes such as cultural, natural or built heritage and relate to or interact with the locations or sites where they are located such as the pier, museum, Space Discovery Centre, river and/or Pā. Such a feature could encourage visitors to stay longer and contribute more to the local economy.

Provision for children and their inclusion into activities in the town centre should be a feature of the masterplan.



- 1 Destination Playground
- 2 Skate park and Basketball Court
- 3 Wairoa Community Centre
- 4 Riverside Motor Camp
- 5 Wairoa Water Ski Club



Wairoa's Destination Playground with the Recreation Centre in the background



Pedestrian connection between the Playground and the riverside in front of Marine Parade's retail shops



Skate Park

Business (Delivering Cultural, Environmental, Commerce/Employment Social)

The 'business' precinct comprises the central and largest part of the town centre area. It includes the 'main street retail' frontages between SH2 and Locke Street, and the larger commercial serviced style frontages along much of the northern side of Queen Street on both sides of SH2. It contains the majority of retail, commercial service, and hospitality activities. The convenient central position of the business precinct is valuable in attracting use by locals and visitors to Wairoa and is suited to being used in a complementary way given its position between the Active and People precincts.

The masterplan promotes not just the retention but reinforcement of these activities in this location, and seeks to support them through enhanced frontage-streetscape interface, and improved connections to the river and adjacent streets and parking areas. The precinct itself can be considered to have several distinct areas within it. The distinctions between these areas are physically reinforced by features such as long areas of impermeable building frontages, particularly by roads, most significantly SH2.

Marine Parade has convenient visible and physical access from SH2, but is also severed by it with the west and east ends of the street having quite different characters and levels of activity. The eastern and most central section of Marine Parade from SH2 to Locke Street is the central core of the business precinct, with almost all town centre retail and hospitality activities.

This central town centre location has several notable benefits. Its proximity and visual connection with Wairoa River has multiple amenity benefits that can be further supported and enhanced. Equally significant, the position between the Active, Commercial Service, professional services around Locke Street and People precinct improves accessibility, and means this area can benefit if pedestrian movements (footfall) between these areas can be increased. This can be achieved by encouraging town centre visitors (local and non-local) to park and walk (or cycle) through the town centre between activities. Convenient co-location of professional and commercial services, and government activities with convenient accessways to retail and hospitality frontages can be beneficial.

To the west between King Street and SH2 the northern side of Queen Street (extending through to Marine Parade) is typically service and large format in nature, with activities such as trade supplies. This activity is



Marine Parade premises from the river, but are frequently disconnected from it by tall vegetation and a lack of access



Many off-road carparking spaces have low levels of amenity and can be confusing for visitors

similar to the east of SH2 extending to Locke Street though less industrial in nature and appearances, with a new supermarket, offices and veterinary services indicative of a mix of larger activities typically fronted by large areas of carparking typical of the fringe of an urban core. SH2 provides a physical definition between these two halves of Queen Street, reinforcing the differing characters of the two halves of the street. Queen Street itself provides a natural definition of the extent of the commercial town centre, the commercial services activities to the north, faced by a mix of government, religious, educational and residential activities to the south.

The short section of Locke Street and its immediate surrounds currently accommodates several professional service type activities, and will in the future also accommodate the i-Site/Visitor centre and Space Discovery Centre. All of these activities will benefit from convenient access to short stay parking and hospitality services.

Development of the masterplan has identified several distinct areas within the town centre that can be treated differently in a design sense. This is intended to recognise and reflect the differing needs and characteristics of these areas and support them accordingly in streetscape form.

Other Key Projects in the Business Precinct

There are several other key Te Wairoa E Whanake projects located in this part of the town centre. These include a relocated i-Site, proposed Space Discovery Centre, Digital Hub, Digital Collective and Starkraving Media Company. A further key redevelopment, the rebuilt of the burn-out Gemmel's building will add additional retail and food opportunities to this area. It is important that the urban design based masterplan optimise the advantages offered by these projects to promote increased movement between them and other activities in the town centre such as retail and hospitality. As much as possible users of the town centre should be encouraged to spend more time there.



Facades and Frontages

Marine Parade features several buildings with historic and attractive frontages that front the Wairoa River. This built heritage provides a further opportunity to enhance a local identity for the town if maintained and/or enhanced. An opportunity may also exist for the use of feature night lighting to highlight these facades and promote night-time activities and events in the town centre.

There may also be opportunities to identify specific heritage features in the town centre that could be highlighted through landscape treatment, interpretation and/or lighting and can be used to promote or support night time or other activities in the town centre.

A number of empty or damaged buildings a located in the centre of Marine Parade, near Lock Street effectively cutting the main street into two halves



Marine Parade features a number of two and three storey facades that if enhanced can act as attractive landmarks and features emphasising the vibrancy of the town centre to visitors, and its significant social cultural and economic value to local community.

People (Delivering Cultural, Infrastructure, Environmental, Commerce/Employment, Social, Educational)

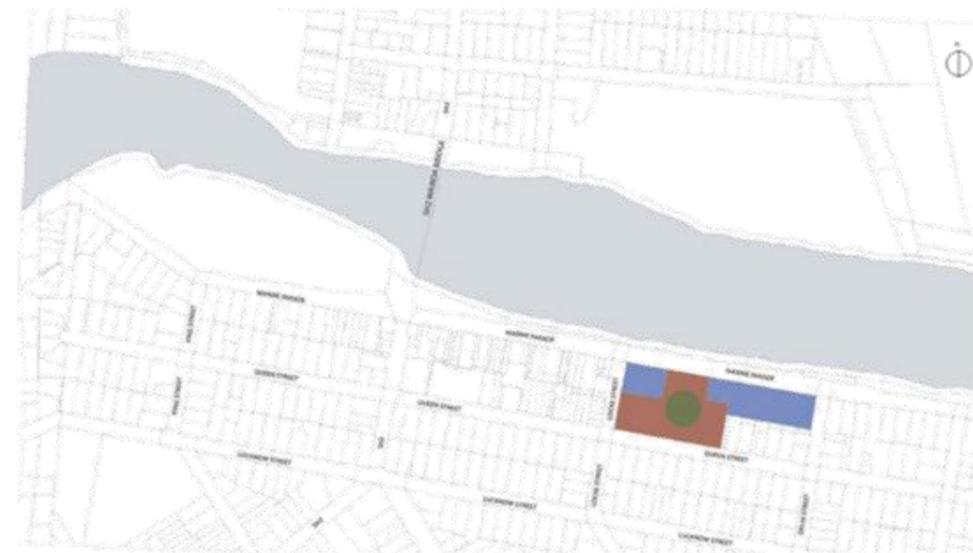
Much activity located at the eastern end of the town centre relates to public and/or civic activity, knowledge and entertainment. These include the District Councils' activities, the Library, government related activities, and the cinema. These activities are located on both Queen Street and Marine Parade. The area also has several sites of heritage significance, notably the Manukanui Pā and former riverside wharves critical to the late 19th and early 20th century economy of the township.

A large area of open green space is positioned between Marine Parade and Queen Street on part of the site of the former Manukanui Pā, and adjacent to one of the largest of the former wharves, known as Post Office Wharf. A historic Post Office building was also located in this space.

Plans to relocate the i-Site to the corner of Marine Parade and Locke Street, and develop a Space Discovery Centre adjacent will also put those facilities in close proximity.

The clustering of these activities combined with heritage and available open space gives a significant opportunity to reinforce and develop an a strong visible identify and purpose distinct from other parts of the town centre.

There are also several retail and hospitality activities fronting Marine Parade, to the east and west of the open lawn space sometimes known as 'Library Green' but referred to elsewhere in this Plan as Manukanui Park.



● People ● Retail and Hospitality ● Green Space



Wairoa Library and Lawn



Cinema and Theatre



CORRIDORS AND PLACES

Connecting Corridors and Places

As indicated connections to and through the town centre are essential. The Wairoa town centre already has many connections in the form of streets to the State Highway corridor and to the adjacent part of the township itself. This masterplan considers that streets in the town centre are important places where the community and especially visitors spend much of their time. Accordingly streets and also walkways should be considered as more than just a means of movement, but a key opportunity to deliver quality open space and the wider objectives of Te Wairoa E Whanake. Consequently the masterplan approaches town centre streets in four key ways:

- As connections to the town centre from SH2 and adjacent residential streets
- As an opportunity welcome or entice visitors and the local community into the town centre and to spend more time there
- As important part of public open space where visitors and locals will interact with each and with facilities (such as retail, entertainment, cultural, commercial)
- As an attractive network of spaces that are easy to navigate and that feel comfortable, and safe.

The masterplan recognises that the streets in the town centre are places where people, locals and visitors alike, will spend time. As a result these places should be attractive and comfortable. It takes the approach that the public spaces within streets and adjacent to them, offer multiple opportunities to add richness into the experience of the town centre. These 'experiences' have an important part to play in the visible reference and respect of the human and natural heritage or Wairoa, and its 'identity' and sense of 'place'; additionally, these experiences provide significant opportunity for the town in fulfilling its commercial objectives of visitors to the District, or passing through it, to stop and spend more time in the town centre. In short, the masterplan treats the movement network not just as streets and footpaths that enable movement, but also as a highly important part of the town network of public open spaces. A series of key treatments have been identified for the streets, walkways/pathways and riverbank areas in the masterplan. These extend and relate to:



Streets, pathways and plazas form a vital part of a successful town centre if designed for comfort and adaptability.

GATEWAYS - ATTRACTIONS AND FIRST IMPRESSIONS

First impressions are an important part of any successful place, especially one that hopes to attract visitors to stop and spend time. SH2 runs through the town centre immediately adjacent to the main retail part of Marine Parade, yet offers little more than a promise of what might be. In its present form SH2 effectively severs rather than connects the town centre, and the interface between the town centre and the corridor provide little encouragement for visitors or those passing through to stop and spend time in the town centre.

This masterplan looks to address this by presenting an attractive and enticing view of the town centre, much in the way that a shop window attempts to attract customers into a store. The masterplan seeks to take advantage of the long views that exist on the northbound and southbound approaches to the town centre, by highlighting the town centre at key approach points. Views from the north bank and bridge of the end of Marine Parade closest to the SH2 corridor will contain features and amenity visible from the north bank and SH2 bridge. For visitors from the south this is more difficult, and a gateway threshold at Lucknow Street and SH2 combine with improved pedestrian crossing facilities proposed. Once past these approach secondary gateways, Principal Gateways at Marine Parade and Queen Street are relied upon to define the edge of the town centre, entice visitors and direct to parking and other facilities.

The use of a Principal Gateway at SH2/Queen Street is intended to deliver an attractive new approach to the town centre with more convenient carparking and excellent connections to Marine Parade on foot. Visitors from the north will also have the option (as currently) of turning left onto Marine Parade itself. The intent of the Principal and Secondary Gateway approach is to alter and gain the interest of passing motorists. To further define the edge of the town centre and 'welcome' locals four secondary gateways are proposed at the 4 other main entrances to the town centre. These features have a secondary benefit of enhancing legibility for visitors and local people (see Wayfinders).

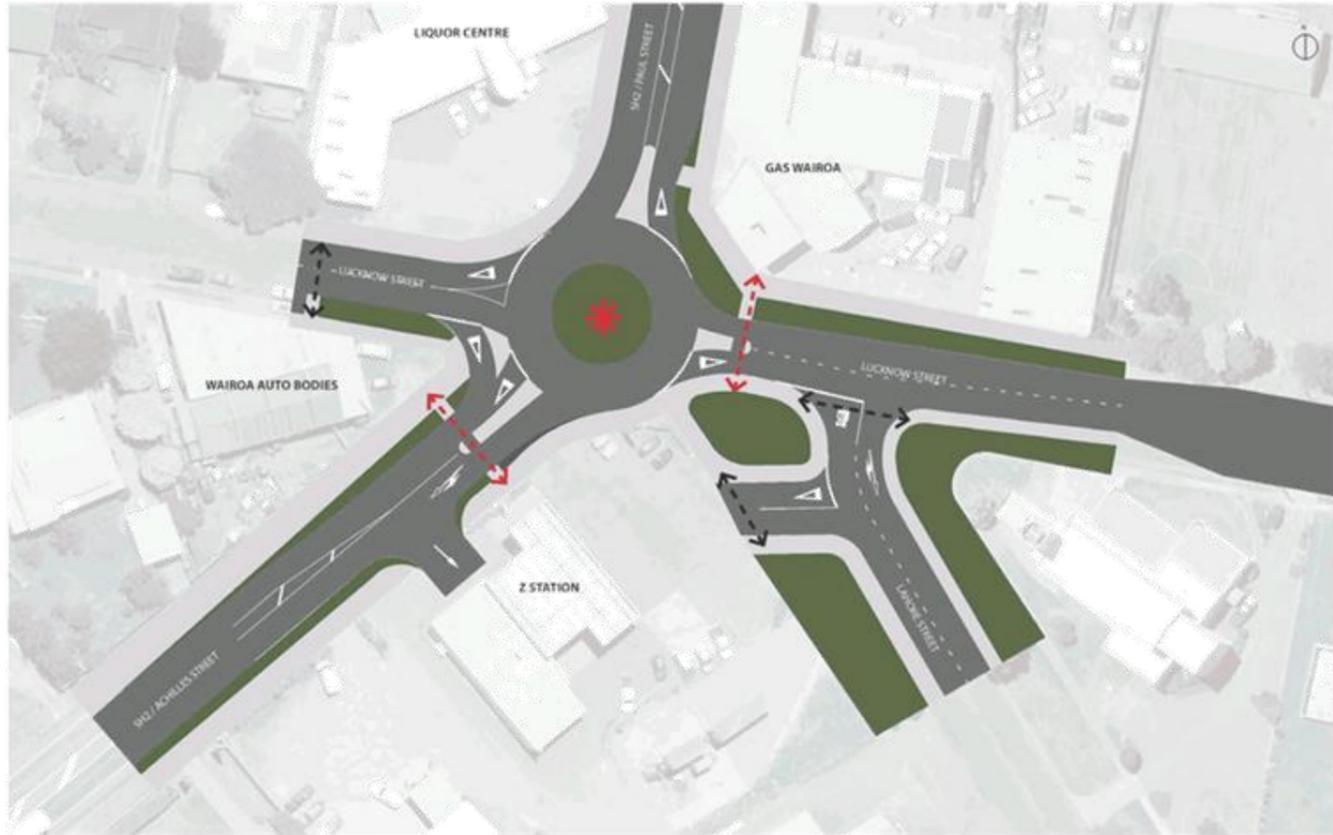


The use of art and banners as gateway, wayfinder or to reinforce pedestrian presence and priority. Wayfinder signage in the form of 'routemaps' is effective in encouraging visitors to 'park-up', visit on foot and to explore opportunities and facilities that might not otherwise be readily apparent. Both types of facilities indicate priority for pedestrians.



Thresholds and gateways can take the form of relatively simple art installations provide they are sufficiently visually prominent to be seen from distance and indicate items of interest.

SH2 / QUEEN STREET TOWN GATEWAY INTERSECTION IMPROVEMENT



- Key:
-  New Low Shrub Planting or Grass
 -  New Pedestrian Crossings with Island Refuge
 -  New Pedestrian Crossing with Dropped Kerb
 -  Gateway Sculpture / Pou



Existing Road Layout

A SOUTHERN APPROACH GATEWAY FOR THE TOWN CENTRE

Development of the masterplan has identified the desirability of developing a strong new gateway feature at Queen Street. This new gateway would service people in vehicles arriving along SH2 from both the north and south. It would work in tandem with the existing intersection at SH2-Marine Parade, but its intended to have ability to become the principal gateway as the town centre becomes more busy. This recognises the much greater level of available carparking along and off Queen Street. A disadvantage of Queen Street is that it has limited visibility as a gateway beyond more than the short section of SH2 between Lucknow Street and the southern end of the Wairoa River Bridge near Marine Parade.

A further challenge for the proposed gateway at Queen Street is the lack of options to establish pedestrian crossings to the town centre from the area along SH2 to the south and west of the SH2 - Lucknow-Lahore Street intersection. At present relatively unwelcoming crossings are in place on SH2 near the existing i-site, and close to the intersection itself at Lucknow Street. It is notable that Wairoa College is separated from the town centre by both SH2 and potential by Lucknow Street depending upon the SH2 crossing point chosen. SH2 is a busy Regional Strategic highway corridor in this location and characterised by a high proportion of Heavy Commercial Vehicles.

It is desirable to address the existing options for pedestrians to the town centre, however the development of a solution is beyond the scope of developing this this masterplan. Notwithstanding that the benefits to the town centre of establishing a southern 'approach' gateway giving advance warning of the upcoming presence of the town centre and its access via Queen Street, and providing improved pedestrian crossing points are evident.

A high level assessment of the opportunities for a crossing, and the establishment of some form of 'gateway suggest both could be achieved at the SH2-Lucknow Street intersection, with some redesign of that intersection. The masterplan has identified a possible roundabout solutions that enable the location of an appropriate advance warning 'gateway' marker intended to both indicate the upcoming presence of the town centre, and to slow traffic approaching that gateway. It also identifies potentially enhanced crossing points at this location across both SH2 and Lucknow Street.

The intent of of this high level plan in the masterplan is four-fold.

- To highlight the desirability of identifying an approach gateway to Wairoa's town centre
- Calming traffic approaching the town centre and its entrances at Queen Street and Marine Parade
- Providing enhanced crossing points for pedestrians across both SH2 and Lucknow-Lahore Streets, and
- To form the basis of a discussion between the Wairoa District Council and Waka Kotahi on possible developed solutions for the intersection

THRESHOLDS AND WAYFINDERS

In addition to the six gateway connections into the town centre, there are a further 10 'thresholds'. These are located at the places in the town centre where vehicles and pedestrians/cyclists are most likely to interact or encounter one another. Typically they are located where the three key pedestrian pathway connectors join with and cross the street, and also at the key crossing point for the playground and recreation centre. The thresholds perform several key functions:

- 1. Calm traffic to provide more attractive safer crossing points at regular points along Marine Parade and Queen Street
- 2. Highlight key pedestrian links in a new pedestrian/cycle shared path network and access points to the riverside
- 3. Enhanced legibility and wayfinding



Wayfinders and thresholds can take the form of simple or not of complex art, signage, changes in patterning and texture of surfaces, and maps, and often are most effective when a combination of these techniques is used. It is important that there is uniform application, for example the same paving patterns are used consistently for road crossings or the same style of signs or markers are used along routes.

ENHANCED PEDESTRIAN CONNECTIONS AND SHARED SPACES

Typically the thresholds and pedestrian connections across Marine Parade and Queen Street will provide highly legible and attractive crossing points for pedestrians. However, development of the masterplan has identified and seeks to recognise two specific additional parts of Marine Parade as having significant additional value.

These are the street spaces in front of Manukanui Park (sometimes known as Library Green), and in front of the currently derelict former Gemmel's Building. This is because both of these spaces present significant opportunities and benefits for enhanced connections with the river in front of key other projects identified in Te Wairoa E Whanake, and both are well placed at the end of connections to Queen Street. Those projects are the Gemmel's Building redevelopment, i-Site development, and the Library and Archives developments.

These two distinct spaces are located relatively close to one another, but physically separated by the Marine Parade-Locke Street intersection. Both should have a distinct purpose that reinforces and supports the 'precinct' in which they are located, while still being visually connected to encourage movement between them. Both are also intended to provide opportunities for community activities and to be sufficiently versatile to enable operation as two-way calmed street or temporarily closed, either together as a pair or independently. Closure could be full closure or just restricted with traffic management in place. Adaptive design should enable built in temporary 'turning heads' at the ends of the plaza spaces by relocating spaces that would ordinarily be used as short-stay parking. This could enable their short-term used for festivals or events such as cultural recreational or sports events, while maintaining their use as part of a higher amenity but still two-way street at all other times of the year.



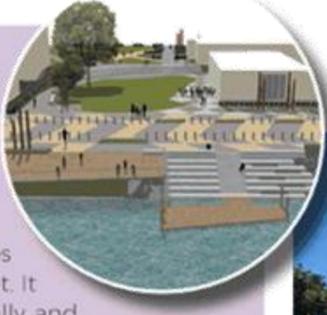
Gemmels Building (I-Site, Space Discovery Centre, Food-court, Rvierbank)

This shared space provides an enhanced connection in front of the centrally located new Gemmels Building development, and adjacent I-Site and Space Discovery Centre. This location will be the arrival point for bus visitors and the key information site for longer-stay visitors and tourists. The improvements offer a central pedestrian opportunity for users near the centre of Marine Parade in the town centre, adjacent to these key facilities and just a short walk from the Manukanui Park and East End area and the Museum.




Manukanui Park - Pier

This shared space will connect a proposed pier on the river's edge with Manukanui Park, essentially creating a large area of high amenity public open space that stretches from the river's edge to Queen Street. It will reflect the high value of physically and visually connecting the park with its many values to the riverside, calming traffic and providing multiple connection points between the pier, park and adjacent facilities. This new space and its opportunities are described more fully in the section on Manukanui Park - Riverside Pier.




AMENITY AND HERITAGE FEATURES FOR COMFORT AND PLACE

Marine Parade especially and also Queen Street provide many opportunities to recognise and enhance human and natural heritage in a manner that respects and informs, deliver significant amenity benefits, and also contributes to the legibility of the town centre. The masterplan does not identify the nature of public art and heritage features, but does suggest locations.

The suggested locations have been picked to optimise opportunity for longer views of the features that assist people to find their way around and encourage them to explore and learn. These locations have also been selected also because they either have a related value (such as for example the former pier and jetties) or can enhance/contribute to the setting of an adjacent activity, such as the library, i-Site, or museum. As much as possible each site has been selected because it offers more than one benefit, and most will deliver multiple benefits.

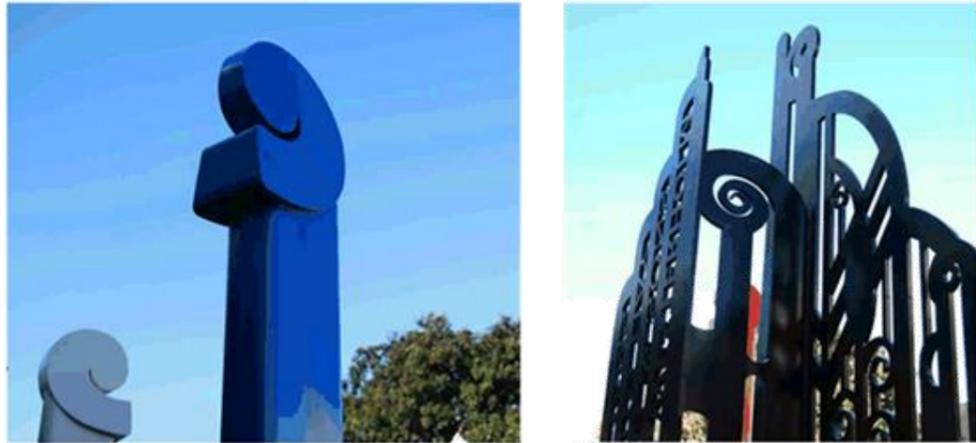


With its rich natural and human heritage and enviable riverfront position, Wairoa has a wealth of opportunities that enable the development of a high amenity, vibrant and heritage town centre environment for visitors and locals alike.



Above: Sightline-based strategic positioning of key public art installations (red), principal gateways (blue), and secondary gateways/wayfinder markers/thresholds (purple) to attract visitors and support or promote desired movements and 'short-walks' within the town centre. The arrows show the relationship between key sightlines (red arrows) and movement corridors (purple arrows) Smaller art installations should feature on the key Queen Street to River pedestrian connectors (such as coloured poles, light poles or pou).

- * Key Public Art Installations
- * Principal Gateway Art Installations
- * Secondary Gateway Markers
- - - Key Sightlines



Amenity and heritage features such as public art can vary in scale. Secondary Gateway markers should utilise more simple and repetitive styling to reflect their intent to define a transition between spaces, such as shown on the left. More complex artworks should be used on those spaces where pedestrians are being encouraged to spend more time to explore and learn about local heritage, in particular along Marine Parade and in Manukanui Park. Benefits of the latter features will typically increase from related interpretative signage.

EMPHASISING THE DIFFERING CHARACTER AND PURPOSE OF MARINE PARADE AND QUEEN STREET

The masterplan seeks to recognise and emphasise the differing functions of these two key streets in the town centre. Although Marine Parade features concrete pavers on its southern side, presently both for the most part are relatively standard street formations with on-street carparking and footpaths either side and little pedestrian prioritisation. The masterplan seeks to emphasise the higher priority for pedestrian movement along and across both streets but in particular Marine Parade, and the principal connection and access nature of Queen Street. In both cases the level of amenity for non-vehicular users (including those who have arrived by car) should improve. The masterplan also seeks to significantly improve the pedestrian connections between the two streets to enable them to fulfil complementary but differing functions.

Marine Parade is intended as a destination street, with a strong emphasis on pedestrian presence and traffic calming. Important to Marine Parade will be:

- Pedestrian Priority and experience
- Traffic calming for a slower speed environment, street activity and multiple crossing points
- Physical and visual connections between the shopfront and the riverbank
- On-street parking

Marine Parade will feature greatly enhanced pedestrian connections, especially between the main shopping frontage and the riverbank. The masterplan suggests it be traffic-calmed by thresholds and two large shared space plazas. The street is treated very much as an area of valued public open space where people are encouraged to stay longer and experience more. It is specifically intended to support the commercial, recreational and cultural activities along the street.

Queen Street is intended to have several key functions that are important to its form. These are:

Key access to activities along Queen Street

- Gateway and arrival point and carparking space for Marine Parade
- Pedestrian and cycle connection between the town centre and residential streets
- Integrated and connected areas on and off-street Parking

Increasing amenity on Queen Street is an important component of using it as a key gateway to the town centre. It is also important that Queen Street retain its functional efficiency as the primary link for access to the town centre and to accommodate the edge of centre commercial service or professional type activities that are located along it and Locke Street. However while functional and convenient for access, the long open and very wide character of the street means it lacks human scale, identity or sense of 'place'. As a result Queen Street currently lacks the level of amenity necessary to support its increased use as a 'gateway' or arrival point to the town centre from SH2. Queen Street also offers little amenity for pedestrians or cyclists.

The masterplan proposes introducing a relatively simple series of interventions along Queen Street. Street trees in small build-outs are proposed to transform Queen Street into an Avenue. This is intended to significantly enhance human scale and amenity, and achieve a level of traffic calming while minimising impact on vehicle accessibility. A series of raised table pedestrian crossings that continue the direct links to Marine Parade will further enhance amenity and greatly improve connectivity between Queen Street and Marine Parade. Importantly these crossings will support the increased perception and use of Queen Street itself as an integrated area of convenient carparking available for Marine Parade, enabling access of the later on foot.



● Street trees ↔ Improved Connections



Avenue-style street trees are proposed for Queen Street to improve amenity and achieve a greater degree of human scale. Widely spaced street trees set between on and off-street carparking spaces along Queen Street and in adjacent public carparking areas will encourage the more integrated and efficient use of available spaces, and complement greater levels of pedestrian priority on Marine Parade.



Marine Parade is the town centres principal retail frontage. Directly opposite the Wairoa River and with a northern aspect it has significant potential to be developed as a comfortable high amenity space. Presence of cultural and natural heritage features along the riverfront add further opportunity to develop a people centric space.

SH2 - MARINE PARADE UNDERPASS

Marine Parade is severed by the slightly elevated and busy SH2 corridor approaches to the Wairoa River Bridge. The roundabout at the SH2-Marine Parade intersection increases severance for pedestrians. A pedestrian underpass is located between the southern sides of Marine Parade on both sides of the SH2 corridor. The underpass is itself severed from Marine Parade footpaths by relatively low-use slip-lanes and barriers. The slip lanes and associated low retaining type walls with barriers atop impede both movement and sightlines into and from the underpass, which is relatively narrow and despite its location feels both isolated and unwelcoming.

Assuming the underpass is to remain in place there are several relatively minor enhancements that can be achieved. Of greatest concern is the relative isolation created by poor sightlines and barriers between the underpass and adjacent footpath. While the angled ramps may be necessary to achieve suitable accessibility gradients, sightlines themselves into the underpass can be greatly improved by removing the existing low walls and steel pipe barriers, and introducing a more direct pathway alignment into the underpass. The introduction of a raised table connection from Marine Parade will further reinforce this connection as desirable and increase priority for pedestrians over vehicular traffic with minimal disruption to the relatively quiet slip lanes.

The more abrupt change in grade on the western side can also be addressed by the introduction of steps (also retaining the existing ramp), enabling the removal of the existing unsightly steel pipe barrier and improving line-of-sight. All landscape planting should be lower than 0.3m within at least 5m of the underpass.



Approaches to underpasses should be unencumbered and direct with clear line of sight into and through. While they may form part of the road corridor, the addition of detail recognises that pedestrians experience their environment at a slower pace and more detail. Detailing, art and colour should be added to the underpass to give the impression of a 'cared-for' and maintained space. If possible splay/deflectors at the end can be used to minimise concealment opportunities. No seating opportunities (formal or informal) should be located in close proximity the underpass.



The approaches to the underpass from both sides are very unwelcoming to pedestrians. In addition to general improvements such as repainting and lighting, significant enhancements can be achieved by improving sightlines, making approaches more legible and direct, and altering priority from vehicles to pedestrians.

DESIGNING FOR COMFORT AND SAFETY

The masterplan has been developed with safety and comfort in mind. Notably CPTED (Crime Prevention Through Environmental Design) principles have informed the layout and arrangement of all key places and connections in the masterplan. The Wairoa town centre is challenging from a CPTED perspective because of the extensive areas of space that provide off-street connections and carparking, and because much of this is very publicly accessible. In response the masterplan has sought to respond to CPTED principles by focusing on key places and connections and encouraging the use of these spaces not others. This is done through making the key spaces much more obvious and attractive, by improving long sightlines and as much as possible taking advantage of other nearby activity. The key principles and associated qualities of safer places are reproduced below and more specifically discussed through the masterplan as they relate to specific places, connections and features.

The New Zealand CPTED Guidelines present a series of easily understandable and applicable Principles and Qualities relevant to a New Zealand context. The guidelines identify four overlapping CPTED Principles and seven related Qualities of spaces. The design and layout of the shared cycle and pedestrian pathway has been assessed with regard to these seven Qualities, listed below.

Four Overlapping CPTED Principles

1. Surveillance - People are present and can see
2. Access Management - Attract people to some places, restrict from others
3. Territorial Reinforcement - Clear boundaries give 'ownership'
4. Quality Environments- Attract people and support surveillance

Seven Qualities of Safer Places

1. Access - Safe movement and connections
2. Surveillance and sightlines - See and be seen
3. Layout - Clear and logical orientation
4. Activity mix - Eyes on the street
5. Sense of ownership - Showing a space is cared for
6. Quality environments - Well designed, managed, and maintained environments
7. Physical protection - Using active security measures



The New Zealand Urban Design Protocol and the New Zealand CPTED Guidelines



A number of improvements to the town centre have been specifically adapted to address CPTED principles. Issues to be addressed include clearly defining public and private space, improving legibility and sightlines, addressing entrapment spaces, surveillance of pathways, and higher amenity environments that feel safer.

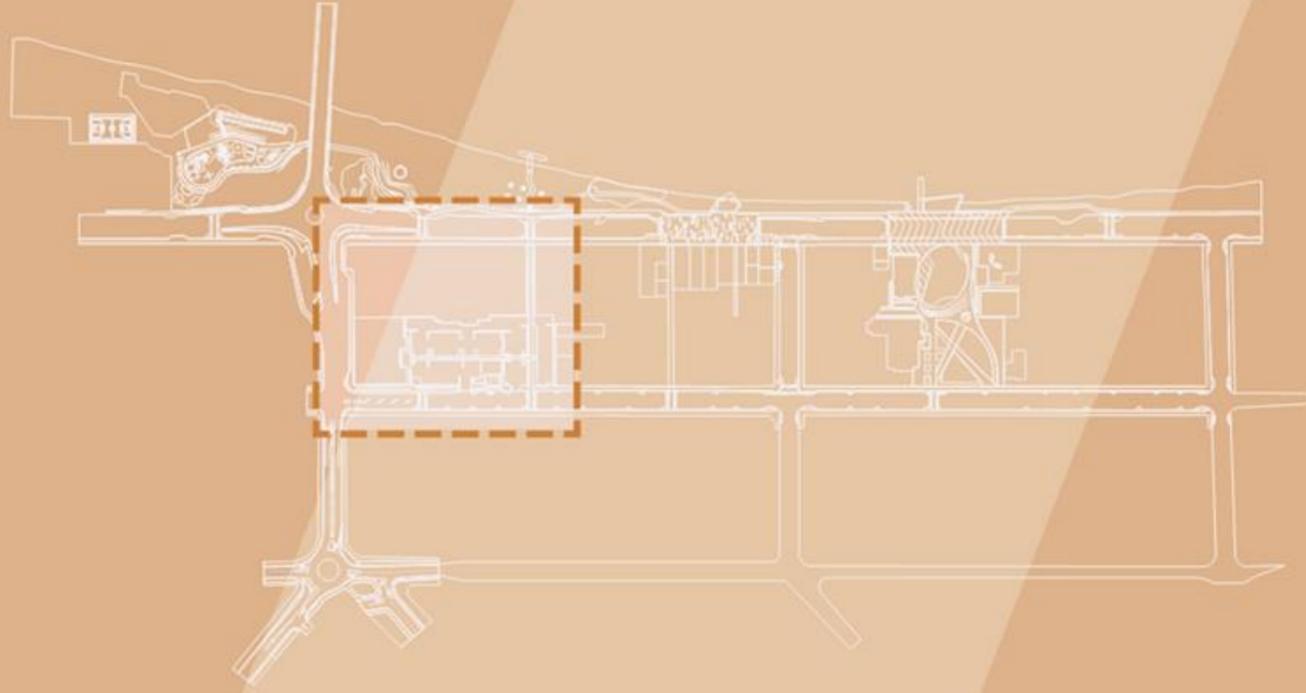
URBAN DESIGN MASTERPLAN

IMPROVEMENT AREAS

KEY AREAS IN THE URBAN DESIGN PLAN

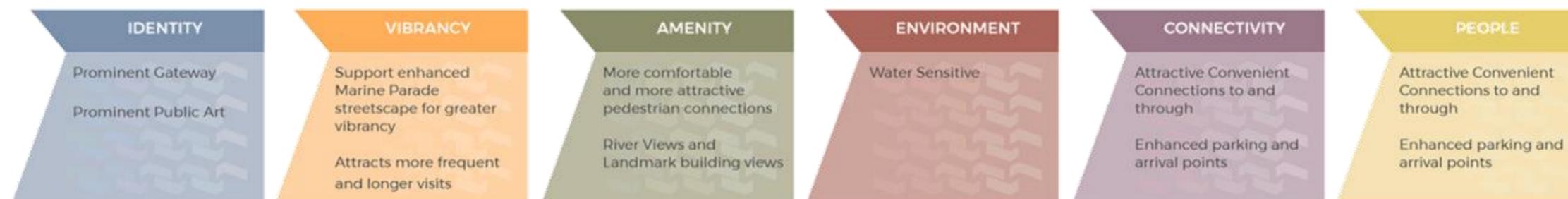


QUEEN STREET TOWN GATEWAY AND NEW WORLD CARPARK



QUEEN STREET GATEWAY (BUSINESS PRECINCT)

KEY OBJECTIVES SUPPORTED BY THE URBAN DESIGN MASTERPLAN FOR THIS SECTION



The Plan recognises Queen Street as one of the key access-points to the town centre. This role is likely to increase in significance with the redevelopment of the site on the corner of Queen Street and SH2 to accommodate a new supermarket. Immediately adjacent to this supermarket is a significant Council carpark that services the town centre. In the future this is to be shared by the supermarket.

A key objective of the Plan is to increase the number of visits to the town centre by visitors, and to encourage them to stay longer. The section of Marine Parade closest to SH2 can already get congested with respect to carparking, and increasing vehicle movements in this location would almost certainly compromise the opportunity to provide an enhanced streetscape sufficient to encourage visitors to stop as well as limiting the opportunity for members of the community to enjoy a higher amenity town centre.

Given the close proximity of the Queen Street carpark to Marine Parade and the convenient and direct pedestrian linkage the Plan has taken the approach of treating Queen Street as a key gateway to the town centre. This requires increased visibility of this point of access, improved 'first impressions' and enhanced pedestrian connections. The latter while convenient are of low amenity in the carpark area itself. The Plan therefore sets out to make several fundamental improvements to Queen Street and the Council carparks off it, particularly in the carpark near SH2, but also extending to the Council further to the east. These improvements relate to visibility as a gateway/arrival point, comfort and legibility, and improved pedestrian crossing points.

Key Pedestrians Connectors

Highly visible and high amenity straight pedestrian connections are proposed, extending from the southern side of Queen Street right through to the edge of the Wairoa River, crossing both Queen Street

and Marine Parade with raised tables. These are deliberately 'straight' to allow full-length sightlines and enable views along the connector either to the river or churches or buildings at either end. The priority afforded to pedestrians (and cyclists) is reinforced by the use of a line of vertical reference markers (these could be poles or light poles) highly visible day and night, perhaps enhanced by coloured for the latter. The two principal alignments, one near the supermarket development and the second near the Gemmels building utilise very similar design and styling for added eligibility, using colour and some other variants for additional interest atop a consistent base concept design. Both connectors will be highlighted at either end by tall poles of markers so that the location of all these two and a third connector near the Council building are visible along Queen Street, again enhancing legibility as well as creating more visual interest. These pedestrian connectors are a key component of the Plan as they address key arrival and connectivity challenges, for both local and visitors.

Within the more western carpark near SH2 an existing toilet block is to be replaced, the Plan proposes only minimal changes to landscaping around that facility, essentially to improve connections to the pedestrian connector to Marine Parade.

Landscaping changes are proposed for Queen Street itself. These are addressed further in the Movements section of the Plan. When considering Queen Street, the most significant enhancements relate to improved pedestrian connectivity to Marine Parade and the encouraged use of kerbside parking on Queen Street. Queen Street carparking should be used to complement the off-street carparking in the two carpark areas with design treatment making off and on-street carparking function as an integrated parking precinct.

Proposed 'Avenue' style tree planting and some limited streetscape frontage planting (around the toilet block) are intended to try and

integrate Queen Street and the carparking areas together into a more convenient access and parking precinct servicing the adjacent town centre and uses along Queen Street, as well as contributing to an enhanced 'first impression' of the town centre. These improvements are also intended to assist traffic calming along Queen Street.

The urban design plan supports the development of a Queen Street Gateway to the town centre by:

1. Creating an obvious and attractive gateway with associated carparking to entice passers-by to stop and provide convenient access for visitors and locals,
2. Enhancing walkways along Queen Street with direct connections to the Riverfront to encourage visitors to stop, explore, experience both this area and further along Marine Parade,
3. Providing opportunities for installations (such as art, lighting and/or informative signage) in key locations to enhance Wairoa's identity and encourage, strategically positioned for visibility to 'entice' visitors to explore and experience the length of Marine Parade thereby generating increased footfall between the western and eastern anchors of the town centre irrespective of arrival point,
4. Enabling street enhancements on Marine Parade and increased convenient parking supports the Plans wider initiatives for built-in adaptability to service events and activities such as cultural events/festivals or night markets through relationship with adjacent spaces such as the river front and Marine Parade plazas,
5. Creating opportunity to enhance of significant landmark features or heritage elements such as the former forest edge.

QUEEN STREET GATEWAY - CONTINUED

- 6. Providing significant enhancements to the streetscape of Queen street through improved human scale, traffic calming and more attractive carparking areas and associated frontages, and
- 7. Building on the opportunity to incorporate into connected potentially heritage or other themed 'promenade/walk' along the riverbank complementary to town centre frontages.

Each of the individual improvements are described more fully in the following Plans and tables.



Perspective of Queen Street gateway connector. A similar design approach is proposed for the Central Plaza connector to the rear of the former Gemmells Building, I-site and Clyde Hotel building.



Perspective of Queen Street gateway connector looking north towards Marine Parade

QUEEN STREET TOWN GATEWAY AND NEW WORLD CARPARK



QUEEN STREET GATEWAY		
Item	Description	Purpose
1 - New World Carpark	Dedicated carparking area required by resource consent. Layout adapted to incorporate pedestrian connection, improve circulation and better integrate with Queen Street and pathway enhancements. Public art (suggested backlit) opportunity on adjacent walls (refer 11).	Will visually form part of the principal Queen Street Gateway to the town centre (with the Gateway Carpark) Enhancements in landscape planting adjusted to reflect wider planting schemes improve connectivity between the New World and the town centre to try and draw the New World into the West-end retail cluster of Marine Parade.
2 - Gateway Carpark	Dedicated carparking area redesigned to accommodate the Queen Street to Riverside pathway. Accommodates New World HCV tracking and responds to potential HCV pedestrian conflict by improving sightlines and positioning. Facilitates new toilet block development.	Reflects gateway significance of this area as part of the principal Queen Street Gateway to the town centre (with the Gateway Carpark) Pedestrian enhancements improve connectivity between Queen Street (and the New World) and the town centre to try and draw the New World into the West-end retail cluster. Extends carparking desirability into Queen Street kerbside parking to increase visibility of the town centre carparking and gateway from SH2 and offset carparks lost from the existing carpark to the pedestrian pathway. Uniform tall thin art features (possibly pou) reinforce the link and its legibility.
3 - New World Development with wall art on SH2	Separate development by New World supermarkets.	Separate development. Wall art to provide aesthetic enhancement to SH2 corridor. New World development strategically significant as potential anchor for the West-end retail cluster of the town centre.
4 - Queen Street Enhancements	Installation of build outs with street trees (Titoki or similar) to introduce vertical elements and achieve 'Avenue' effect.	Enhances Queen street aesthetically recognising key Gateway role of the street as an arrival point for most visitors by car or bus. Enhances desirability of parking on Queen Street and incorporates the street into the Gateway carpark. Raised tables and build outs with trees traffic calm.
5 - Museum Carpark	Legibility improvements to integrate with Gateway Carpark.	More integrated and enhanced on and off-street carpark.
6 - Queen Street Bus Stop	Repositioned informal bus stop.	Support informal bus drop offs and school activities. Infrequent use maintains surveillance and sight-lines for new toilet facility. Alternate use for eg 10min drop point for toilet or drop off activity.
7 - Queen Street Gateway Connector	Wide pathway connection form Queen Street to Marine Parade and the Rivers edge. Vertical pole markers continuing full-length to reinforce legibility and connection.	Principal gateway/arrival to Marine Parade for Visitors. High legibility and amenity reinforced by horizontal (hard and soft landscaping) and vertical (row of art features). Includes two raised table crossings at either end (Queen Street and Marine Parade) to reinforce significance of pedestrian movements and further reinforce legibility.
8 - Queen Street Gateway Connector Table Crossing	Wide raised table connection using the same paving and design patterns as the connector through the Queen street carpark and between the buildings. 'Build-outs' with soft landscaping on both kerbs.	Traffic calming and reinforcing pedestrian priority in the town centre, continuing the Queen Street connection to the riverbanks and rivers edge.
9 - Raised Table Crossing	Wide raised table, similar width and design to other raised tables but variation in surface pattern to match other 'threshold' crossings. Highly tactile edges (for rumble).	Pedestrian priority crossing but also acts as a key traffic calming threshold at the edge of the town centre. Lesser corridor for pedestrian movement but still important to the pedestrian movement network and very important for traffic calming.
10 - New Toilet Block	New Toilet block - CPTED responsive landscape planting around.	Separate project. External landscaping significant given central position in carpark.
11 - Wall Art	Backlit steel wall art and toilet block.	Opportunity to negotiate installation of (coloured backlit) steel wall perhaps using the Wairoa design palette or alternative theme to address the non-uniform edges of the carpark space.

QUEEN STREET GATEWAY		
Item	Description	Purpose
12 - Flush Crossing	Coloured flush crossing between buildouts for SH2 corridor pedestrians	Support the existing movement along SH2. Not a principal crossing point for the Town Centre but does support pedestrians wishing to move along SH2.
13 - Queen Street Gateway	Vertical Gateway Markers	Reinforce location and threshold of town centre entrance point (similar 'arrival' concept to a China Town Gateway). Visitor Awareness and attractor. Tall markers to avoid impact on drivers sightlines and optimise long views.
P - Parallel Kerbside Parking	Parallel kerbside parking	Retains a large proportion of shopfront parking while giving additional width to accommodate improved pedestrian-cycle pavements

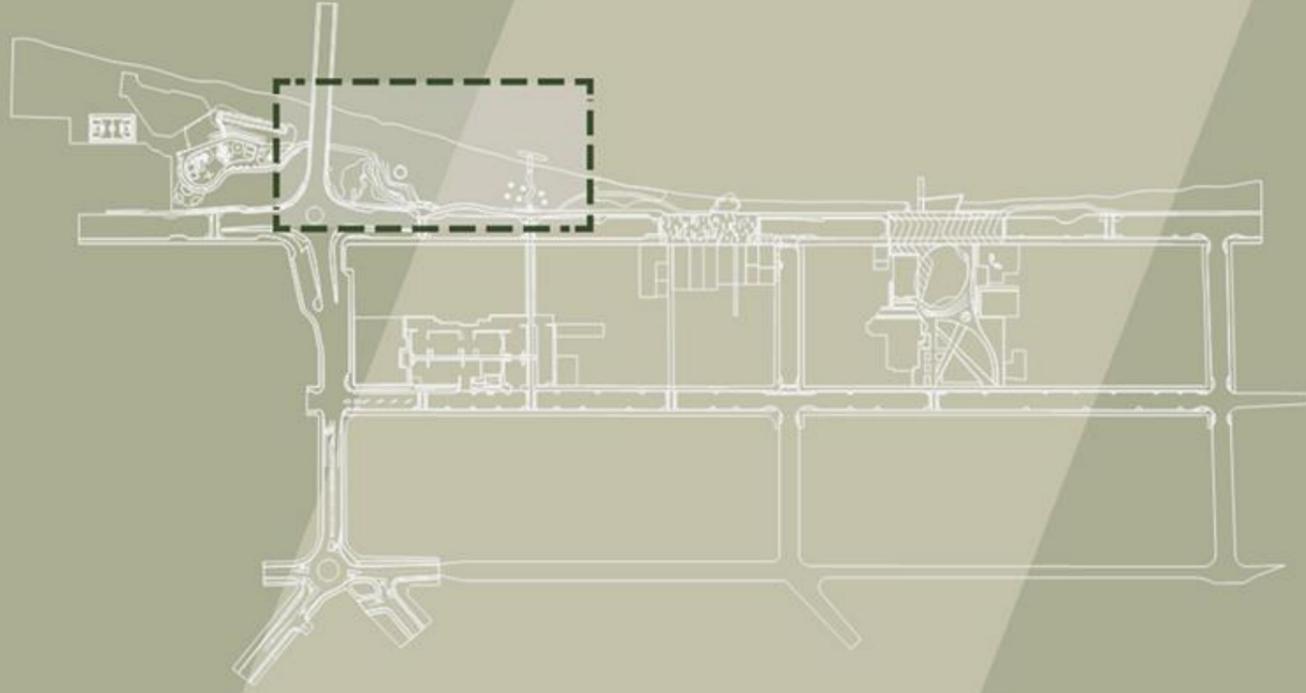


QUEEN STREET TOWN GATEWAY AND NEW WORLD CARPARK EXEMPLARS



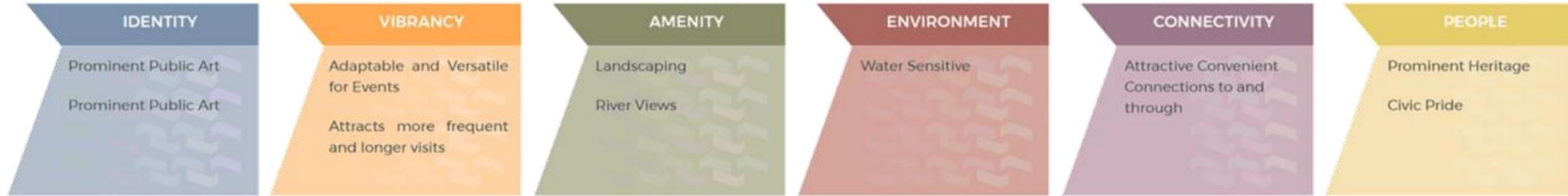
Wide patterned raised table crossings for pedestrians and cyclists can be used indicate increased presence and priority for these modes, and slow vehicle traffic. Soft landscaping in the form of garden beds and trees should soften the corridor and enhance amenity, as well as providing a degree of 'buffer' from vehicles. Hard and soft landscaping features provide a more human scale and should extend across the off-street and on-street carparking areas to give the impression of an integrated space.

PICNIC LAWN AND PERFORMANCE SPACE



MARINE PARADE CENTRAL (BUSINESS PRECINCT)

KEY OBJECTIVES SUPPORTED BY THE URBAN DESIGN MASTERPLAN FOR THIS SECTION



The urban design masterplan recognises that this part of the town includes the greatest concentration of retail frontage. The Plan seeks to take advantage of a central position for greater footfall, attracting greater numbers of visitors and having those visitors spend more time there. As a result the urban design masterplan for this section of the town centre very deliberately contains key enhancements to adjacent arrival and destination points to promote movement. It also includes significant amenity enhancements both on relation to those connections, and with the visually interesting and potentially high amenity river frontage.

The Plan addresses the present severance of the commercial frontages from the river front to optimise amenities that can be derived from this locational benefit.

The urban design plan supports this central section of Marine Parade by:

- enhancing walkways along both sides of the street and to Queen Street and the Riverfront to encourage visitors to stop, explore, experience both this area and further along Marine Parade,
- enhancing pedestrian connections to the destination playground to encourage movement to and from the playground and support 'stops' by travellers by broadening appeal across age-groups,
- enhancing visual and physical pedestrian connections and usability between the Wairoa River frontage (including river contact/access) and Marine Parade and across Queen Street, to improve amenity and usability for local people and stopping-point attractiveness for visitors,
- improving riverside facilities that are positioned to be convenient and compatible with the retail and food activities,

- providing opportunities for installations (such as art, lighting and/or informative signage) in key locations to enhance Wairoa's identity and encourage, strategically positioned for visibility to 'entice' visitors to explore and experience the length of Marine Parade thereby generating increased footfall between the western and eastern anchors of the town centre irrespective of arrival point,
- building-in adaptability to service events and activities such as cultural events/festivals or night markets through relationship with adjacent spaces such as the river front and Marine Parade plazas,
- retaining and enhancing of significant landmark features such as the lighthouse, and
- identifying opportunities to incorporate heritage or other themed 'promenade/walk' along the riverbank complementary to town centre frontages.

Each of the individual improvements are described more fully in the following Plans and tables.



Installation of art along the pedestrian connections will make them more interesting and welcoming. Art such as the Napier example shown could also be 'back-lit' for added interest and to support nighttime activity.

PICNIC LAWN AND PERFORMANCE SPACE



PICNIC LAWN		
Item	Description	Purpose
7 - Queen Street Gateway Connector	Wide pathway connection form Queen Street to Marine Parade and the Rivers edge. Vertical pole markers continuing full-length to reinforce legibility and connection.	Principal gateway/arrival to Marine Parade for Visitors. High legibility and amenity reinforced by horizontal (hard and soft landscaping) and vertical (row of poles or art features). Includes two raised table crossings at either end (Queen Street and Marine Parade) to reinforce significance of pedestrian movements and further reinforce legibility.
14a - Lighthouse	Retained lighthouse, restore educational signage and integrate with new signage themes. Integrate with River Heritage walk.	Iconic landmark and valuable visitor attractor. Heritage education opportunity.
15 - Picnic Lawn	Flat maintained lawn and picnic tables for visitors offset from the pathways. Visible from SH2 bridge to act as a journey break attractor. Shade opportunities (sails).	Journey break opportunity in close proximity to SH2, Ostlers and the playground. Provides an informal opportunity away from the playground space.
16 - River to Queen Steps	Concrete steps from Marine Parade and the River to Queen Street via the connector walkway to the rivers edge and pontoon/jetty.	Connection opportunity to picnic and play opportunities and the rivers edge using the same alignment as the Queen Street Gateway Connector
17 - Riverside Walk	Shared walk-cycle pathway along the rivers edge. Art and interpretation features. Support opportunity for cultural and heritage themed walks.	Multi-user group attractor. Pathway for locals. Attractor for visitors with education value with heritage information sharing the pathway and aimed at different user groups. Shared path provide walk-cycle linage for locals. Supports and enhances unique sense of identity and place for Wairoa.
18 - Pontoon / Jetty	Wooden pontoon / Jetty extending directly from the Queen Street Gateway Connector. Maintains walkway width. Uses vertical poles marker to reinforce lineal connection.	Support river contact. Enable river craft access (kayaks and canoes) and informal whitebaiting (in season) and thus reflects contemporary and heritage river craft, recreational and fishing values.
19 - Queen Street Gateway Connector Table Crossing	Wide raised table connection using the same paving and desing patterns as the connector through the Queen Street carpark and between the buildings. 'Build-outs' with soft landscaping on both kerbs.	Traffic calming and reinforcing pedestrian priority in the town centre, continuing the Queen Street connection to the riverbanks and rivers edge.
20 - Raised Table Crossing	Wide raised table, similar width and design to other raised tables but variation in surface pattern to match other 'threshold' crossings. Highly tactile edges (for rumble).	Pedestrian priority crossing but also acts as a key traffic calming threshold at the edge of the town centre. Lesser corridor for pedestrian movement but still important to the pedestrian movement network and very important for traffic calming.
21 - Signboards	Retained in current position in front of Ostlers if possible. Widened pavement surrounds.	Existing interpretive signboards.
22 - Lighthouse Terraces	White concrete bleachers with grassed terraces. Integrated with pathway to playground. Opportunity for heritage messaging/art associated with the river or a themed walkway.	Informal seating and visual amenity. Informal play. Seating for informal or formal events. Aesthetic enhancement to base of Lighthouse. Support walkway enhancements, education opportunities, support local identity, and encourage longer visitor stays.
23 - Riparian heritage garden / planting	Mix of endemic native riparian plants with interpretive material	Inform natural ecological heritage of the river edge. Possible incorporation into themed walkway.
24 - Themed Walk Marker	Entry point signage and wayfinding material highly visible from Queen Street connector.	Attractor' for visitors to promote the walk, and a meeting point.
25 - Themed walk infohub / start point	Information boards on the walk with route maps and activity.	Provide high level information on the walk with culturally appropriate information and fun/informative activities on features that encourages further exploration. More detail on the respective features within the town centre to be provided at the respective locations where within walking distance. Suggested interpretation strategy to be developed.
P - Kerbside Parking	Mix of Angle and Parallel kerbside parking	Retains a large proportion of shopfront parking while giving additional width to accommodate improved pedestrian-cycle pavements. As much as possible the existing mix of angle and parallel parking is intended to be retained. The small area identified as P1 may need to alttered to parallel.

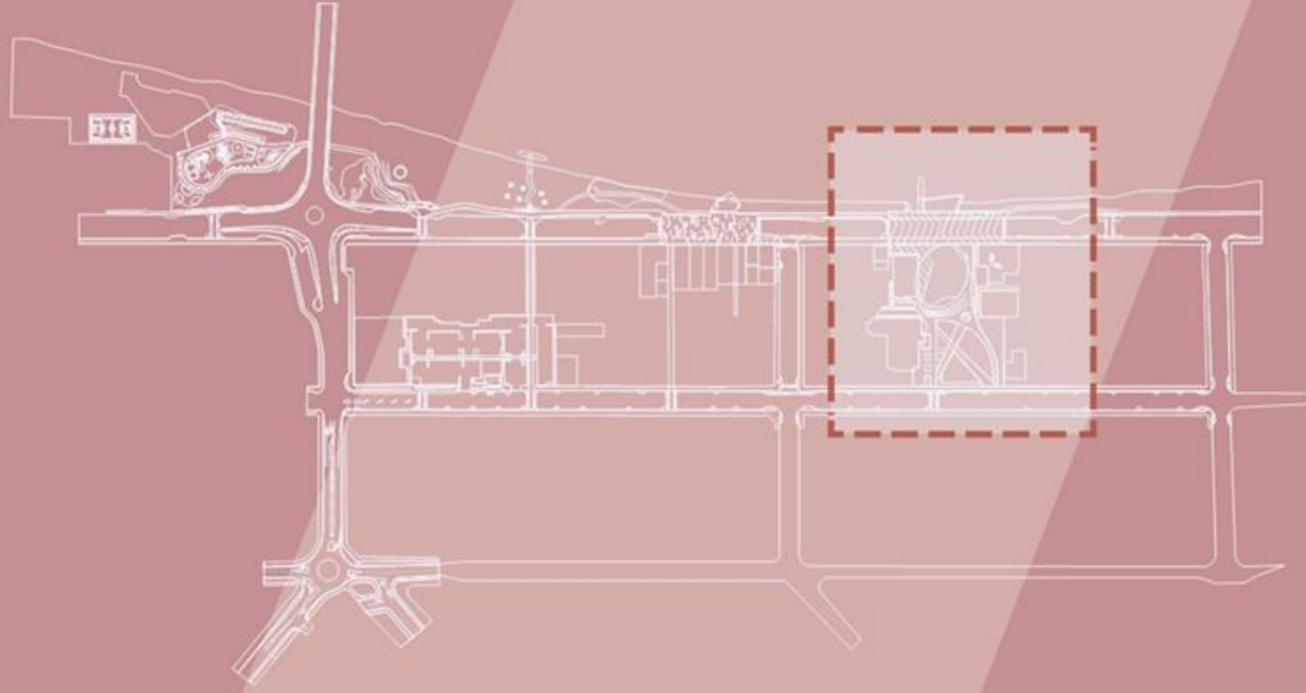


PICNIC LAWN AND PERFORMANCE SPACE EXEMPLARS



A combination of visually prominent river terrace bleachers, piers and shaded picnic table present choice for users of the riverbank area. Terraces should be simple, highly visible and semi-formal in character utilising concrete bleachers and flat mown-grass areas to support use as seating for picnic activity or performances. The river pier should reflect current use for river contact such as fishing or boat launching, and should be able to accommodate fluctuations in river level.

MANUKANUI PARK, TERRACED STEPS AND WHARF



MARINE PARADE EAST END - TOWN PIER AND MANUKANUI PARK (PEOPLEPRECINCT)

KEY OBJECTIVES SUPPORTED BY THE URBAN DESIGN MASTERPLAN FOR THIS SECTION



As indicated in the description of 'Precincts' much of this eastern end of the town centre on Marine Parade (often referenced as East End) accommodates activities associated with the gathering of people, knowledge and community leadership. Historically this was also part of the significant Manukanui Pā, and in the more recent past the town Post Office and several of a series of wharves along the riverfront.

The urban design masterplan recognises these key existing 'people' based activities and looks to support them. It also seeks to highlight several specific heritage features of the site, and of the District.

Increasing levels of interest and reasons to visit the eastern end of the town centre will further contribute to the commercial objective of Te Wairoa E Whanake. This is because it will act as a draw or reason for locals and visitors to spend more time in town centre and potentially generate more foot traffic between the existing east end cluster and the SH2 corridor. In effect the clustering of activities around the open space area will assist in the development of an eastern 'anchor' for Marine Parade, matching that of the New World and retail cluster near the SH2 corridor.

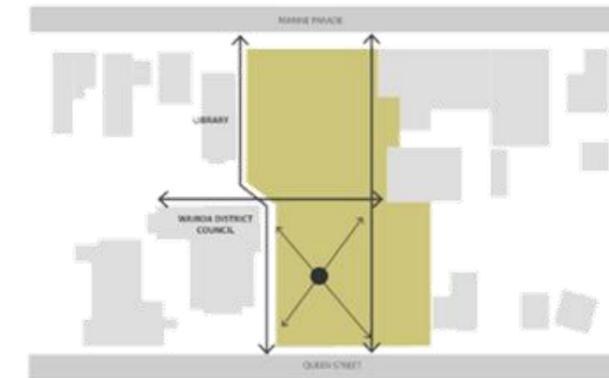
Manukanui Park (Marine Parade to Queen Street)

Taking advantage of the attributes of the eastern end of the town centre, the urban design plan proposes the enhancement of the open space into a highly attractive and very adaptive new central space that stretches from Queen Street right to the river edge. This area, identified as 'Manukanui Park' in the masterplan would be flanked by key activities such as the Council offices and library that themselves will stimulate movement and flow through the areas. Excellent proximity combined with clever design will further physically and visually connect this space with the new i-Site development at Marine Parade-Locke Street. The same design solutions with some additional condition of scale will also connect this eastern anchor of the town centre to the western anchor

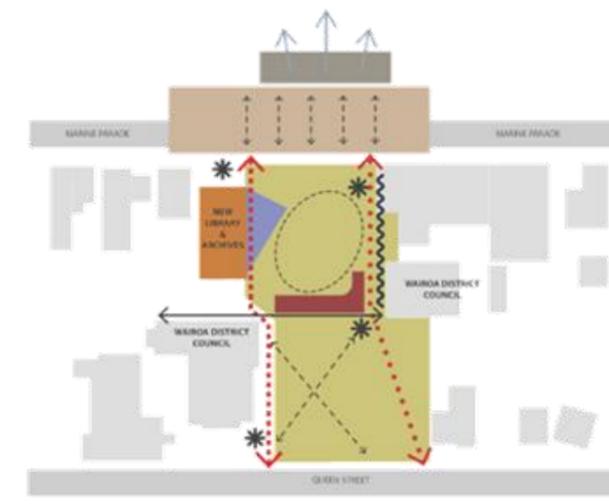
and encourage movement between the two.

With respect to adaptiveness. The Plan suggests retaining and taking advantage of the existing two levels within the space. An arching set of terraces or 'steps' is proposed. These can operate as simple steps or support gatherings or function, the latter being consistent with the existing people based nature of nearby uses. The terraces can be used as a small area of curving seating for activities on the grassed area below, or as a 'stage' or podium for larger activities with seating/watchers on the grassed area below. The performance nature of these uses also reference's the historic positioning of a band rotunda in the upper open space area.

Pathways through the proposed Manukanui Park are intended to support this type of activity but leaving the grassed area unencumbered, and also by providing opportunity to support activities/facilities such as stalls along the eastern side, while leaving the Council and Library still able to function fully. Spaces for placement of significant art installations are identified to add visual interest and inform within the Park, but also to attract interest and visits from other parts of the town centre. Again these are positioned so as to not interfere with the use



Existing



Proposed

MANUKANUI PARK - VIBRANT 'PEOPLE' HEART OF WAIROA (TOWN SQUARE)

of the Park for gatherings or events. The Park is well serviced for access for such activities from Queen Street and the Councils Locke Street carpark, as well as Marine Parade.

Town Wharf

At the river edge a new 'wharf' structure on the references the important river trade of the past. The site of the 'wharf' and river steps are consistent with historic wharves and river access that form an important part of the town cultural and built heritage. The new wharf will act as an extension to Manukanui Park, resulting in a very strong connection between that space and the public building around it to the Wairoa River.

The location of the wharf also presents good viewing opportunities up and down the river and of the northern bank. The northern bank opposite was historically occupied by a number of settlements and views to the bank and of the river give opportunities for themes and narrative associated with both. The 'wharf' is suggested at a scale that deliver visual connectivity to the river, key viewing opportunities, and the ability to accommodate a series of educational signage boards or information points. These types of features are typically highly valued by visitors and locals and can deliver key educational opportunities.

Interest and stimulation as well as convenience will be important to the success of this space. Respecting the heritage of the location, the Plan provides for the location of features or items of interest that could be either temporary or permanent, or a combination of both. With the proposed new 'wharf' feature at the river end, this new space presents an opportunity for representations and narratives associated with the natural and human history of Wairoa, collocated with the library and town archives. Wairoa has a unique opportunity in this space to develop a central place for its community that can contribute to the delivery of cultural, social, educational and commercial objectives.

The development of specific narratives and themes is beyond the scope of this Plan. This Plan intends to set the opportunity for the development of those narratives and themes if and as desired by the local community. These could take the form of public art, informational signage, reference points (for internet based information). An observation during the development of this masterplan is that there is a huge wealth of cultural and natural heritage in Wairoa that would support such an approach.

New riverside steps provide contact with the river, and can function in tandem with the two other contact points in the masterplan to the west and east respectively. The ability for much greater active or passive interaction with the river is considered of great significance and value and also references the greater level of physical contact at this point of the river.



Manukanui Plaza looking east



Manukanui Plaza looking west



MANUKANUI PARK, WHARF AND UPPER LIBRARY GREEN - OVERVIEW PLAN



LIBRARY GREEN AND WHARF ENLARGEMENT



UPPER LIBRARY GREEN ENLARGEMENT



MANUKANUI PARK AND POST OFFICE PIER		
Item	Description	Purpose
17 - Themed Walk	Shared walk-cycle pathway along the rivers edge. Opportunity for art and interpretation features e.g. cultural and heritage themed walks.	Multi-user group attractor. Pathway for locals. Attractor for visitors with opportunity for education value with theme, opportunity for built and/or cultural heritage information sharing the pathway and aimed at different user groups (children and adults). Shared path provide walk-cycle linage for locals. Supports and enhances unique sense of identity and place for Wairoa.
31 - Viewshaft enhancement	Removal of Phoenix Palm and replacement with lower native planting and removal of several carparks to improve sightlines across the river.	To improve sightlines across the river. Most carparks retained (raised table not extended). Alternative option to extend raised table to the Cinema.
32 - i-Site Streetscape	Enhanced footpath and streetscape in front of i-Site facility	Streetscape design (hard landscaping and soft landscaping) adjacent to support this activity.
33 - Space Discovery Centre Streetscape	Space Discovery Centre. Enhanced footpath and streetscape in front of Space Discovery Centre	Streetscape design (hard landscaping and soft landscaping) adjacent to support this activity
34 - i-Site Path Extension	Localised area of widened footpath in front of i-Site and Space Discovery Centre	Addresses potential congestion in front of these 2 central visitor attractors with adjacent bus-stop and enhances opportunity for streetscape improvements.
35 - Raised Table	Raised table crossing with zebra crossing retained, similar width and design to other raised tables but possible variation in surface pattern theme to address/match-into i-Site street landscaping. Highly tactile edges (for rumble) consistent with other table crossings.	Pedestrian priority crossing but also acts as a key traffic calming threshold at the edge of the pedestrian priority areas in the town centre. Important to the pedestrian movement network and very important for traffic calming.
36 - Major Art Feature	Tall prominent art feature - suggest 4m high. Non-climbable.	A principal art feature in 'Manukanui Park' visible from all parts of upper and lower green (as re-designed) area, from the riverbank and in long-views along Marine Parade from the West (i-Site, main street, 'eat-hub'. Reflects the central prominence and importance of Manukanui Park.
37 - Performance Steps	White concrete bleachers/steps that address the change in grade between the two halves of 'Library Green'. Concrete oval at base for performances and area at top for performances.	Addresses the change in grade (height) between the two halves of this key open space. Builds in adaptability and versatility to the space. Facilitates performances, with smaller performances able to be undertaken in the oval (bleachers can be used as amphitheatre style seating), larger performances can be undertaken using the top level of the bleachers as a 'stage' with conversion of the main plaza area into seating/standing. Provides optimum lookout opportunities to the river bank, library and art features from the upper Manukanui Park area. Legibly connects these two spaces into a single space made up of two distinct but connected parts. Allows easier change of grade thorough built-in steps and ramp. Supports key pedestrian connection between Queen Street and Marine Parade.
38 - Library forecourt and pathway	Adaptable patterned paved space	Provides connection to the library entrance. A key part of the Queen Street to Wharf pedestrian-cycle pathway. Doubles to support a highly legible 'formal' entranceway to the Library (and to the Council offices respectively). Extent of paving can be extended or reduced within the same design concept dependent upon final footprint of new Library. Supports hard paving connections to the other side of lower Manukanui Park.
39 - Eastend Pathway'	3-5m wide shared concrete pathway connect the eastern side of the plaza from Queen Street to Marine Parade. Built-in utilities function (power etc to support events and gallery options).	Alternate connection to address pedestrian desire lines. Power and utilities enable use as a movement corridor for events/performances (eg stalls). Opportunity for art installations (for example 'knowledge baskets') that support the people-knowledge and leadership theme of this precinct.

"MANUKANUI" PARK AND POST OFFICE WHARF		
Item	Description	Purpose
41 - Formal Pathway	3-5m wide concrete pathway in front of the Council building and library. Lined with 'flags' or similar along western side.	Provides highly legible pedestrian access to the library and Council building from Marine Parade and Queen Street. Doubles as part of the 'formal' accessway to the Council offices and Library. Library end of the pathway able to be repositioned slightly to accommodate variation in new library footprint. Ramp at the 'bleachers' provides disabled access between upper and lower levels. 'Formal' style pathway at the upper level connects the front door of the Council with Queen Street giving a sense of approach and that fits with the leadership and governance nature of the Council activity.
42 - Lower Green	Semi-formal grassed area. Principal area of open space in the town centre. Adaptable for use during events or library 'break out'. Raised table (patterned) extends across Marine Parade to reconnect this space to the rivers edge.	'Town Square' type hard and soft landscape plaza combining hard and soft landscaping with pathways located to address key movement desire lines north to south and west to east (and in between). Pathways connect key features and provide a key connection and edge to Marine Parade. Patterned hardscape plaza spills across Marine Parade to connect to the River Wharf. Combined with EastEnd to be the strategically vital 'People' hub 'bookend at the eastern end of the Town Centre and facilitate/entice 2-way pedestrian movement along the parade. Very high visibility from i-Site. Opportunity for events/performance activity.
43 - Upper Green (in front of Council offices)	Semi-formal grassed area bisected by 2 3-5m (graduating width) concrete pathways addressing key pedestrian desire lines. Connected by a ramp to the lower green, library and Marine Parade. Bleachers between the two level serve multiple functions as seating or performance/event space. A 'formal' style pathway connects the front door of the Council with Queen Street giving a sense of approach and that fits with the leadership and governance nature of the Council activity.	'Town Square' type hard and soft landscape plaza combining hard and soft landscaping with pathways located to address key movement desire lines north to south and west to east (and in between). Pathways connect key features and provide a key connection via Lower Green to Marine Parade. Combined with EastEnd to be the strategically vital 'People' hub 'bookend at the eastern end of the Town Centre and facilitate/entice 2-way pedestrian movement along the parade. Very high visibility from the wharf.
44 - Plaza Extension Raised Table Crossing	Very wide raised and patterned table, but variation in surface pattern to match other 'threshold' crossings. Highly tactile edges (eg cobble-style paving, for rumble to slow vehicles). Integral part of the East End/Manukanui Park 'Town Square'. Edged in bollards for vehicle control but minimised impact on pedestrians. Able to be temporarily closed to traffic with bollards.	Pedestrian priority crossing but also acts as a key traffic calming threshold for the significant Manukanui Park to Wharf crossing. Lesser corridor for pedestrian movement but still important to the pedestrian movement network and very important for traffic calming. Bollards could be stylised for added effect (eg to reference wharf, post, pā or other heritage).
45 - Town 'Wharf'	Wooden or concrete wharf extension to Library Green if redesigned to be a central Town Square type space. River access (eg waka) to Council building and former pā)	Exceptional cross-river and up-down river viewing opportunities. Heritage references eg for former wharf and port trade significance to economy. Signboards attached to railings to explain sites and heritage. Key part of the movement corridor and themed walks.
46 - Town Wharf Jetty	Wooden pontoon and concrete bleacher style steps down to the water edge. Recreates the historic river contact at this point, and enables river-based recreational activities such as canoeing /kayaking and fishing.	Supports physical river contact. Enable river craft access (kayaks and canoes) and informal whitebaiting (in season) and thus reflects contemporary and heritage river craft, recreational and fishing narratives. Opportunity to work in tandem with upstream riverside jetty.
P - Kerbside Parking	Mix of Parallel and angled kerbside parking	Retains a large proportion of shopfront parking while giving additional width to accommodate improved pedestrian-cycle pavements.
47 - Community Hall	Existing Community Hall to be better integrated into pedestrian pathway with formal 'garden' integrated into Locke Street / Queen Street corner.	Amenity edge and gateway into town centre, part of key arrival point into Marine Parade by bus and in close proximity to i-Site.
48 - Tall art work representative/reflective of the whole district'	Uplift tall public art feature positioned for views along the street. Suggested heritage or knowledge references.	Helps define the edge of the Library and public plaza space. Provides additional visual interest. Interpretive signage suggested as to the meaning of the art.
49 - Art feature	Art or similar feature wall installation alongside pathway	Helps define the edge of the Manukanui Park space and support the 'knowledge' theme of the space.

MIRUKANUI SOUTH		
Item	Description	Purpose
50 - Memorial Garden	Potential to refresh this space and help respond to the corner of Queen and Locke Street. Raised table connector suggested across Locke Street.	Refresh this corner as it is relatively high profile and Locke Street could be considered to be a localised cluster of professional services. Raised table would match the one at Locks Street-Marine Parade for traffic calming and reinforcing pedestrian and cycle movement along Queen Street. Supports the relocation of the i-Site and establishment of the Space Discovery Centre.
51 - Possible Civic Footpath Improvements	Paving or patterning and theme to connect the Council building and memorial garden and hall corner Locke and Queen Streets.	Reinforce 'civic' complex and improve its frontage to Queen Street.
52 - Carpark Gateway Planting	Amenity native planting to suit this gateway from the Council carpark (and potentially Locke Street)	Low native planting, potentially with artwork. Needs to respond to Library and Council buildings and give some sense of 'arrival' into the Library Green. Possible option for relocated roses from front of Council if these are deemed significant. Narrative option
P - Parallel Kerbside Parking	Parallel kerbside parking with planted buildouts for the Queen Street Avenue effect	Retains a large proportion of shopfront parking while giving additional width to accommodate improved pedestrian-cycle pavements



OPEN SPACE, TERRACED STEPS AND WHARF EXEMPLARS





Perspective of Manukanui Park looking south east



Perspective of Manukanui Park looking south from Wairoa River to Queen Street

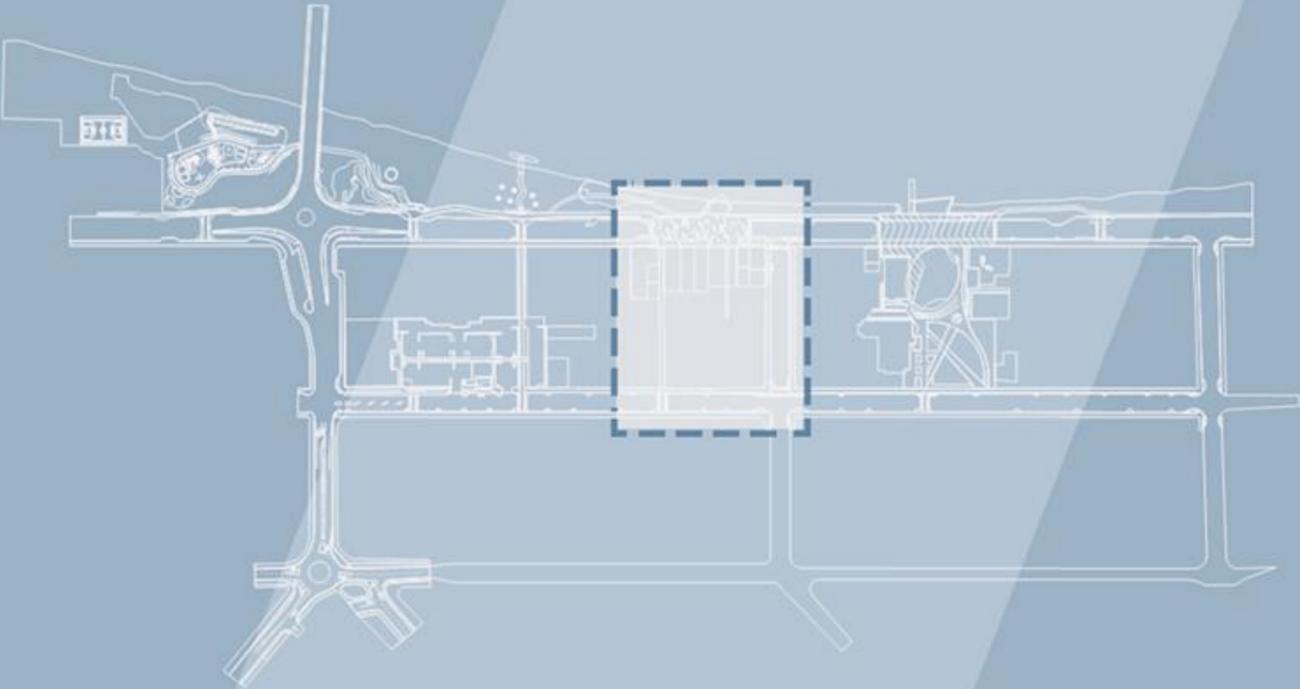


Perspective of Manukanui Park looking south west from Wairoa River to Queen Street



Perspective of Manukanui Park looking north from Queen Street

HOSPITALITY (EAT) HUB AND CENTRAL PLAZA



MARINE PARADE CENTRAL AND HOSPITALITY HUB (BUSINESS PRECINCT)

KEY OBJECTIVES SUPPORTED BY THE URBAN DESIGN MASTERPLAN FOR THIS SECTION



As with the adjacent section of Marine Parade to SH2 this area also contains a concentration of retail frontages, but with a greater number of other compatible activities most notably several food offerings and Digital Collective, and the nearby Museum. It also accommodates the proposed new i-Site and Space Discovery Centre. As a result this part of the town centre not only provides key opportunities for the local community, but has several key attributes to support the Te Wairoa E Whanake objective of attracting more visitors to the town centre. The central position of these activities gives further opportunity for greater footfall. As a result this area is seen as critical to the development of a town centre that is attractive to visitors, especially when considered in tandem with the Manukanui Park-Wharf section (see later). For locals the location of food and hospitality type activities in a central position on the main street can be considered similar to the positioning of such activities centrally in many 'malls', typically identified as 'foodcourts', and positioned between key retail anchors.

The urban design plan for this section of the town centre very deliberately sets out to support this mix of activities in the central portion of Marine Parade. It also includes key enhancements to adjacent arrival and destination points, and connections to adjacent sections of Marine area to promote movement. These include significant amenity enhancements both in relation to those connections, and with the visually interesting and potentially high amenity river frontage.

A landmark enhancement connection between building frontages and the riverbank is proposed in the form of a wide raised table and terraced steps. This extends from the frontage of the Gemmells Building redevelopment to the rivers edge, delivering an attractive functional visual and physical connection to the Wairoa River. This feature is intended to be more than a simple crossing point. It is intended to support and complement the positioning of multiple food or visitor type offerings and greater levels of kerbside activity in

this space either in building frontages or in the form of temporary or permanent 'stalls'. It also supports the location of multiple visitor centres and attractions in this central section of the town centre. The Plaza space is intended to be highly adaptable, facilitates activity and provide sufficient adaptability and versatility for accommodate small scale stand-alone events in this location or operate in tandem with other proposed improvements for larger scale events. It is intended that this part of the street be able to be temporarily or partly closed or further traffic 'calmed', either independently or as part of a wider closer also include the Manukanui Park 'plaza' to the east along Marine Parade. The ability to partly or fully close this section while not compromising its functioning at other times gives significant versatility to the use of the central Marine Parade area.

The location of the Plaza with widening paving particularly on the river bank gives further opportunity to enrich the streetscape through the incorporation of public art and interpretive material, the use of lighting and other features. The nature of the design enable these to be added initially or in stages for such facilities to evolve and/or change over time on a temporary basis. This gives greater opportunity to revitalise and refresh to maintain interest

Riverside steps provide contact with the river, and can function in tandem with the two other contact points in the Plan to the west and east respectively. The ability for much greater active or passive interaction with the river is considered of great significance and value.

Key features of the urban design plan that supports the central section Marine Parade by:

- enhancing walkways along both sides of the street, to Queen Street and the riverfront to encourage visitors to stop, explore, experience both this area and further along Marine Parade.

- developing an 'arrival' destination point able to accommodate temporary and permanent facilities that complement existing and planned facilities/attractions such as the new i-Site, Space Discovery Centre, Museum and potentially the Media hub.
- enhancing visual and physical pedestrian connections and usability between the Wairoa River frontage (including river contact/access) and Marine Parade in the form of a wide raised and patterned table that calms traffic and gives greater priority to pedestrian movement.
- providing a high amenity centrally positioned pedestrian friendly space onvenient to visitors facilities and many retail and food activities, and to all parts of the town centre that supports pedestrian movement along Marine Parade.
- providing an adaptable centrally positioned space that can be used separately or in tandem with other town centre space to accommodate events and festivals of varying sizes, enabling the partial and/or temporary street closures.
- functioning as a key link in the development of a riverside promenade able to be 'themed' to support the reinforcement of further development of a uniquely Wairoa identity able to be experienced by locals and visitors alike and easily accessible from complementary facilities such as the Museum and Space Discovery Centre.
- providing opportunities for installations (such as art, lighting and/or informative signage) in key locations to enhance Wairoas identity and encourage, strategically positioned for visibility to 'entice' visitors to explore and experience the length of Marine Parade thereby generating increased footfall between the western and

MARINE PARADE CENTRAL AND HOSPITALITY HUB - CONTINUED

eastern anchors of the town centre irrespective of arrival point

- providing pedestrian and amenity enhancements in the form of a raised table/plaza to support a cluster of food offerings in the centre -most section of Marine Parade as a multi-vendor offering not dissimilar to albeit on a smaller scale an outdoor food forecourt.
- proposing or supporting strategically positioned legible reinforcement of movement connectors, arrival points and features through the use of landmarks and wayfinders for vehicles, pedestrians and cycle in landscaped areas at the intersection of Marine Parade and Locke Street, and interrogation into key long-view attractor landmarks particular at the Lighthouse and Library/Manukanui Park areas
- improving safety by enhancing sightlines and taking advantage of the position of active frontages and activity/movement relative to pedestrian and visitor facilities.

Each of the individual improvements are described more fully in the following Plans and tables.

PEDESTRIANISED STREET AND WHARF EXEMPLARS

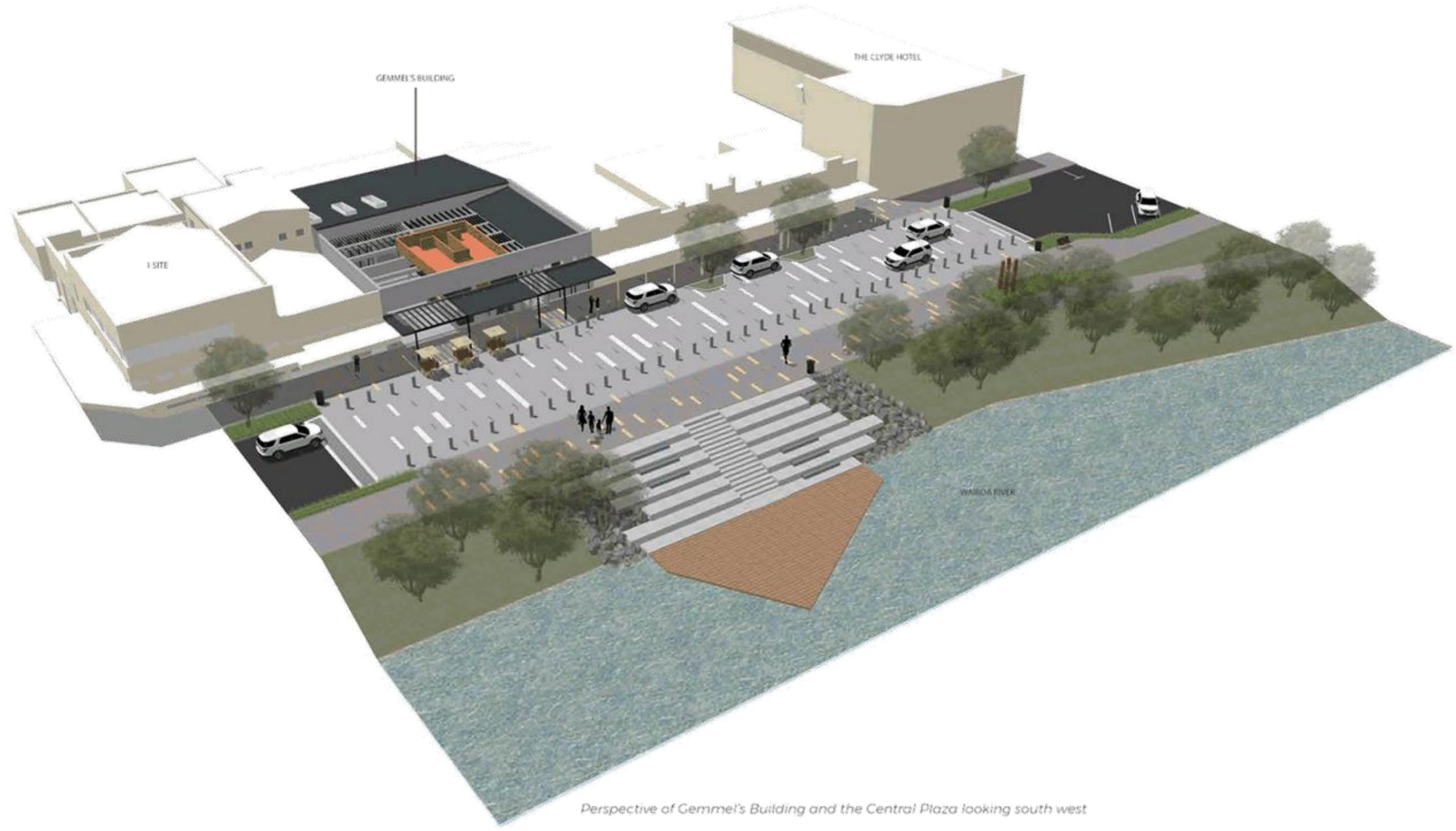


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EAT HUB AND THE CENTRAL PLAZA

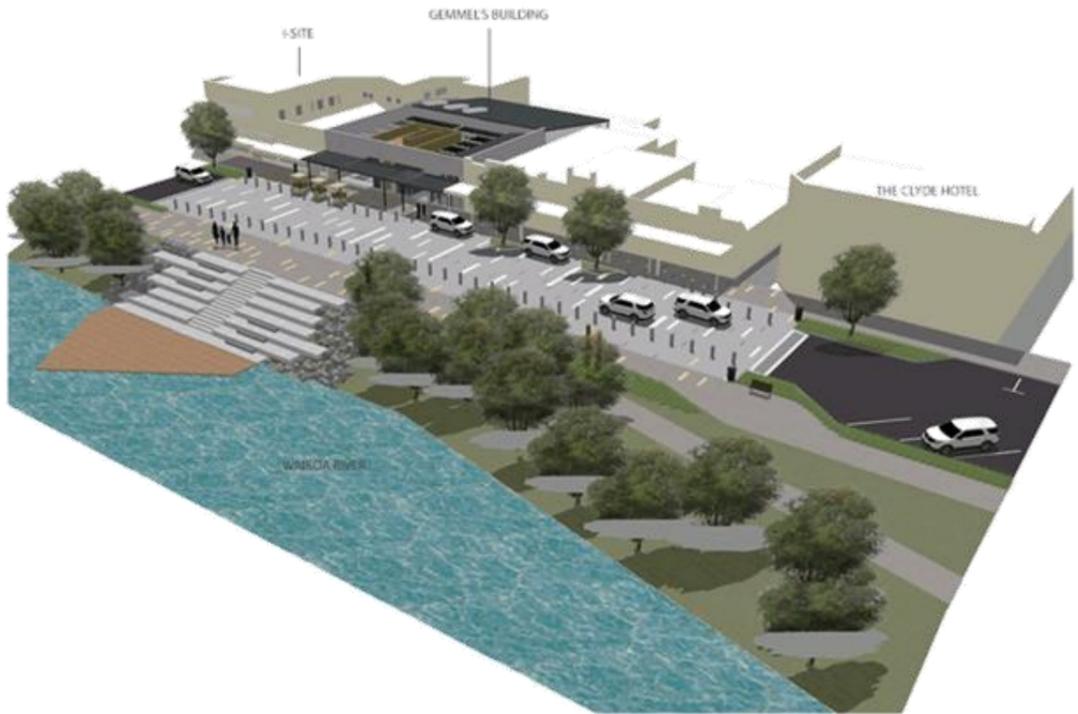


EAT HUB AND THE CENTRAL PLAZA		
Item	Description	Purpose
17 - Themed Walk	Shared walk-cycle pathway along the rivers edge. Opportunity for art and interpretation features (such as cultural and heritage themed walks)	Multi-user group attractor. Pathway for locals. Attractor for visitors with education value with information and built heritage information sharing the pathway and aimed at different user groups. Shared path provide walk-cycle linage for locals. Supports and enhances unique sense of identity and place for Wairoa.
26 - River Steps	Timber or concrete step connection to river	River contact opportunity and protection of viewshaft/window between Gemmel's Building development and the river. Support development of Gemmel's Plaza.
27 - Extended Pavement	Widened space between live carriageway and Gemmel's Building to enable enhanced entry to new development ,supports kerbside tables or kiosk opportunities and development expansion. Bollard protection.	Improve the space available for the new development to spill out onto and activate the adjacent streetscape. Enhanced adaptability and opportunity for features such as temporary kiosks and events
28 - Burnt Out Buildings	Proposed development. Suggested central pathway connection to carparks at rea for enhanced pedestrian permeability and desirable footfall. Potential for future rear courtyard activity.	Improved block permeability and pedestrian connectivity, potentially improved night connection. Improved footfall through Burnt Out buildings via central courtyard. Extended footpath in front improves amenity and allow s activities to spill onto path (eg cafes) or the location of temporary carts and kiosks or events.
29 - BOB Extension Raised Table Crossing	Very wide raised and patterned table, but variation in surface pattern to match other 'threshold' crossings. Highly tactile edges (for rumble). Removable bollards able to be inserted to 'close' the table for events. Design to enable 'turning' by a car-sized vehicle at the western end when closed. Able to operate in tandem with Manukanui Plaza or separately.	Pedestrian priority crossing but also acts as a key traffic calming threshold. Important to the pedestrian movement network and very important for traffic calming. Facilitates centralised 'EatHub' type activity at Gemmel's Plaza between the West and East bookend activities (retail cluster and social-people activities respectively) and uses of the Town Centre. Assists pavement extension to accommodate spillover from BOB and street activation. Improves viewshafts and river connections.
30 - Drop off Parking	10 minute Drop-Off parking	Centralised drop off parking in the main street for convenience while avoiding long-stay visual impacts.
31 - Viewshaft enhancement	Removal of Phoenix Palm and replacement with lower native planting and removal of several carparks to improve sightlines across the river.	To improve sightlines across the river. Most carparks retained (and raised table not extended) to retain most carparking. Alternative option to extend raised table to the Cinema.
32 - i-Site	i-Site facility	Streetscape design (hard landscaping and soft landscaping) adjacent to support this activity.
33 - Space Discovery Centre	Space Discovery Centre	Streetscape design (hard landscaping and soft landscaping) adjacent to support this activity
34 - i-Site Path Extension	Localised area of widened footpath in front of i-Site and RocketLab	Addresses potential congestion in front of these 2 central visitor attractors and enhances opportunity for streetscape improvements.
35 - Raised Table	Wide raised table, similar width and design to other raised tables but variation in surface pattern to match other 'threshold' crossings. Highly tactile edges (for rumble).	Pedestrian priority crossing but also acts as a key traffic calming threshold at the edge of the town centre. Lesser corridor for pedestrian movement but still important to the pedestrian movement network and very important for traffic calming.
P - Parallel Kerbside Parking	Parallel kerbside parking	Retains a large proportion of shopfront parking while giving additional width to accommodate improved pedestrian-cycle pavements



Perspective of Gemmel's Building and the Central Plaza looking south west

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Perspective of Gemmel's Building and the Central Plaza looking south east



Perspective of Gemmel's Building and the Central Plaza looking south east



Perspective of Gemmel's Building and the Central Plaza looking west

IMPLEMENTATION AND STAGING PLAN

IMPLEMENTATION PLAN



- Key:**
- Stage 1 'Quick Win'
 - Stage 2
 - Stage 3
 - Stage 4
 - Stage 5
-
- A Basketball Courts
 - B West End and Underpass Connection
 - C Themed Walk (Table Crossings)
 - ... Themed Walk (Western Section) and Marker/Signage
 - D Picnic Lawn
 - E Riparian Planting
 - F Underpass and Crossing Enhancements
 - G Central River Frontage
 - H Queen Street Connector
 - I Central Streetscape Enhancements
 - J1 Central Streetscape Enhancements
 - J2 Central Plaza / Hospitality Hub Riverside Steps
 - K1 Manukanui Park (Lower)
 - K2 Town Wharf
 - L Queen Street Gateway
 - M Locke Street Threshold
 - N Manukanui Park (upper) and Queen Street eastern Enhancements
 - O Approach Gateways
 - P Approach Gateways
 - Q Eastern Streetscape Enhancements

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STAGE 1 'QUICK WINS'				
Code	Project	Project Name	Project Location	Project Number/s
A	Basketball Courts	Basketball Courts	Playground	na
B	Riverside	Lighthouse Terraces and Lighthouse	Picnic Lawn and Performance Space	13, 14
D		Picnic Lawn	Picnic Lawn and Performance Space	15
E		Riparian Planting	Picnic Lawn and Performance Space	23
C	Themed Walkway Stage 1	Table Crossings	Picnic Lawn and Performance Space	19, 20
C		Themed Walk (western section) and marker/signage	Picnic Lawn and Performance Space	17, 24, 25
H		Queen Street Connector	Picnic Lawn and Performance Space and Queen Street Gateway	7
••••		Temporary Themed Walkway Signage (able to be removed and reinserted into pathways extensions)	Picnic Lawn and Performance Space, Gemmells Plaza, Manukanui - Wharf	17 (part of)
F	West Marine Parade Pedestrian Enhancements	Underpass and Crossing Enhancements	Picnic Lawn and Performance Space - Playground	20a
G		Central River Frontage	Picnic Lawn and Performance Space - Playground	20

STAGE 2				
Code	Project	Project Name	Project Location	Project Number/s
L	Queen Street Gateway	Queen Street Enhancements to Locke Street and Gateway Carpark	Queen Street Gateway	2, 5, 6, 8, 9, 11, 12, P
I	Central Streetscape Enhancements	Central Connector and Carpark Improvements	Hospitality Hub - Central Plaza (Gemmells Building)	35a
J1		Hospitality / Central Plaza and I-Site	Hospitality Hub - Central Plaza (Gemmells Building)	17, 27, 28, 29, 30, 31, 34
P	East End Threshold	East End Path Extension	Manukanui Park and Wharf	

STAGE 3				
Code	Project	Project Name	Project Location	Project Number/s
K1	Manukanui Park (Lower)	Viewshaft Improvement	Manukanui Park and East End Wharf	31
K1		Performance Steps and Library Forecourt	Manukanui Park and East End Wharf	37, 38, 40, 48
K1		Pathways	Manukanui Park and East End Wharf	39 (part below steps)
Q	Eastern Streetscape Enhancements	Themed Walk	Manukanui Park and East End Wharf	17
K		Plaza Extension	Manukanui Park and East End Wharf	44
J2	EatHub Riverside Steps			26

STAGE 4				
Code	Project	Project Name	Project Location	Project Number/s
K2	Town Wharf	Town Wharf and Pier	Manukanui Park and East End Wharf	45, 46
N	Manukanui Park (Upper)	Formal Pathway, Eastern Pathway and Upper Green	Manukanui Park and East End Wharf	41, 43, 44
N	Queen Street Enhancements (Eastern)	Pathways and Crossing	Manukanui Park and East End Wharf	47, 50, 51
M		Locke Street Threshold	Manukanui Park and East End Wharf	47, 48a

STAGE 5				
Code	Project	Project Name	Project Location	Project Number/s
O	Approach Gateways	SH2 - Lucknow Street Improvements	SH2 - Lucknow Street	na
O		Approach Gateway	SH2 (Clyde-end)	na