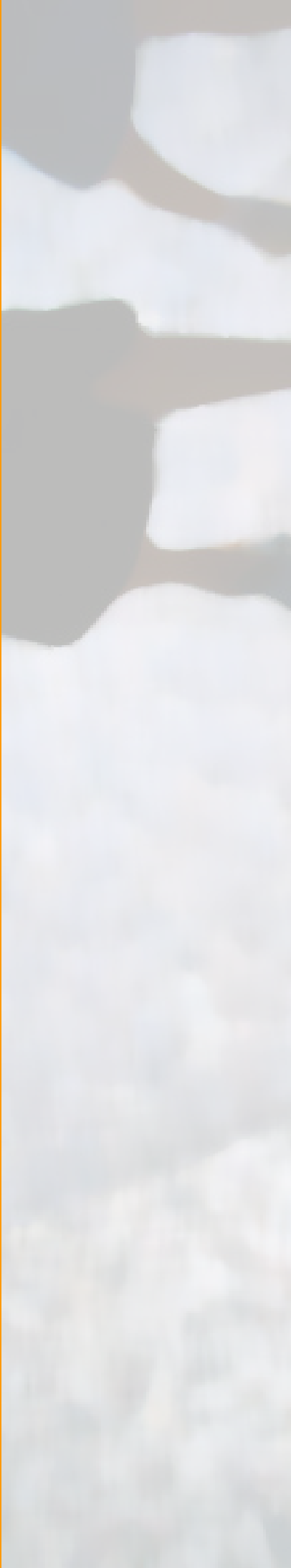


Key Elements of the Plan



Key elements of the Plan

In “The Way Forward” the people of Te Puke identified their vision for the town centre as ‘a country town with a business heart’. This meant:

- Promoting skilled employment opportunities and work force;
- Attracting SMART business types and clean industry;
- Ensuring that the town has a “heart”;
- Protecting the town centre by ensuring industry locates outside the centre and
- Promoting a mixed-use centre which will create a lively, vibrant and safe town centre at all hours

In order to give effect to this vision the following matters were noted for further investigation:

- Reducing the impact of “through-traffic” on the commercial area. (Excluding the effect of the Eastern Arterial)
- Centralising, refocusing and revitalising the heart of the town by defining a central locality;
- Allowing the town centre to grow in width rather than in length;
- Providing green-space within the town centre, ensuring the town centre design links commercial, recreational and cultural areas;
- Ensuring there is sufficient public parking to meet existing and future needs;
- Identifying an optimum location for the proposed town centre toilets toilet block;
- Advocating for any future passenger rail service that links Te Puke to other centres and
- Identifying an optimum location for any proposed rail station linking to the town centre.

As the foregoing analysis highlighted, these aims could only be achieved by a range of design initiatives all working towards the same goals. While each single measure may seem insignificant, it is vitally important to have all the design elements working towards the same set of objectives. In this case it is certainly true that 1+1 will make more than just 2.

To illustrate this, the following section builds up a composite layered plan from all the individual detailed design elements. The final result forms a multi-faceted comprehensive long term Plan for the town centre. Implementing this Plan will require further analysis to ensure each facet falls into place at the appropriate time. Some elements may be more urgent than others. Some will depend on availability of land, which may again depend on other programs of Council. Other

elements can only start when earlier steps have been completed. Some may be totally dependent on regional issues yet to be resolved or implemented. It is important to consider all the things that will combine to produce a “country town with a heart”, delivering the best of town and country.

1. Alternative Route

The future success of retail on Jellicoe Street is closely tied in with the quality of the traffic environment. Should heavy vehicles either continue to trundle up and down the street as at the moment or increase, the chances of remaining competitive with new malls in the sub-region and of new investment is very limited. Even if the Eastern Arterial should be built now, traffic levels are projected to rise over time to current levels again. This is a healthy growing region with increasing economic activity levels, requiring modern transport infrastructure, but also requiring attractive village town centres with amenity, safety and vibrancy, serving the local community. To achieve this, the improvement of the conditions on Jellicoe Street is essential. This plan supports an internal access route, quite independent from the Eastern Arterial, which will reduce “unpleasant” through traffic on Jellicoe Street. This is a necessary precondition for revitalising the town centre, removing obstacles to the healthy leisure component of retail and to a café culture. It will remove the pollution of noise, particulates, vibration as well as truck intimidation, whilst ensuring a more pedestrian friendly environment, improving town walkability, north-south connectivity, extending overall traffic capacity, improve cycle safety and allowing for improved crossings of Jellicoe Street, with no roundabouts and trucks, producing a more sustainable town centre.

Cooperation with Transit New Zealand to achieve a feasible and mutually acceptable solution is essential.

Some key aims in considering an alternative route:

- Relieve traffic on SH2 through the town centre by taking through traffic, particularly heavy vehicles away.
- Assist in reducing noise, vibration and pollution.
- Augment the current street network to cope with and improve long term circulation and access.
- Improve access to amenities and public transport.

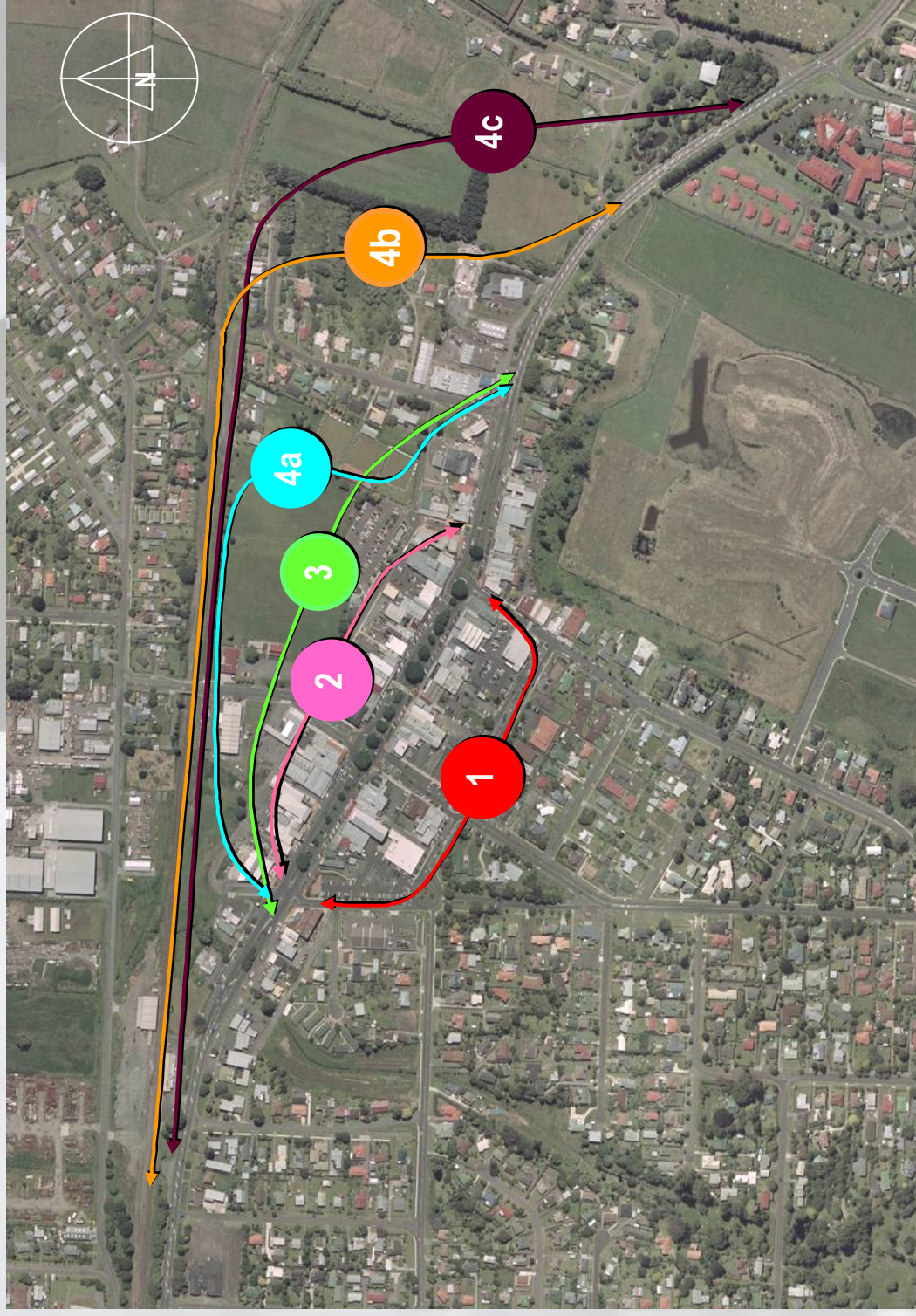
Designing for walkability

- Help stimulate and in the long term grow the core area. Potential to create gateway effects at both ends with good sightlines into the main street.
- Keep customers in town and
- Be affordable to the community.

The diagram on the right shows the alternative routes that were considered in the Draft Te Puke Town Centre Plan.

Having considered submissions from the community and key agencies Council have signalled their commitment in principle to the establishment of an alternative route to divert through traffic from Jellicoe Street with preference given to Route 4b (with the western point starting near the junction of Jellicoe Street and Boucher Avenue) or a variation thereof.

Further design analysis will however be required to determine the best option to be designated.



Design the alternative route with minimum side friction, e.g. no parking.
 Reduce the potential future negative impacts of this route by lowering the road to below the level of the adjacent Jubilee Park. The position parallel to the rail corridor will also only minimally affect overall connectivity.



The redesign of Jellicoe Street will be possible as soon as the alternative route is in place. But even now it is possible to establish a new "heart" for the town centre.



The amenity improvements need to be augmented by overall improved connectivity and circulation. Te Puke has excellent footpaths, they just need to be extended to connect the "heart" through good arteries to all the limbs. The major obstacle (for shoppers) is crossing Jellicoe Street in comfort and safety at convenient points.
 From the retail analysis it would seem essential to improve access to the middle part of Jellicoe Street halfway between Jocelyn Street and Oxford Street.

- This configuration will allow for improved connectivity and circulation. As it will:
- Enable future improvements to Jellicoe Street to become an even better pedestrian friendly environment, allowing easier crossing for pedestrians and attracting more foot and cycle traffic.
 - Allow for easier and safer movement for shopping and business traffic on Jellicoe Street freeing up space for parking and improving inter-sections.
 - Connect the "two halves" of the town by safe crossings and footpaths.
 - Enable improvements to parking in partnership with landowners, particularly at the back of shops along Queen Street.
 - Provide access to a potential future railway station location off Jocelyn Street and from a footpath across Jubilee Park, strengthening connections to the Town Centre as well as industry and residential commuters.
 - Provide hassle free and smoother runs for heavy vehicles.



Designing for cycling

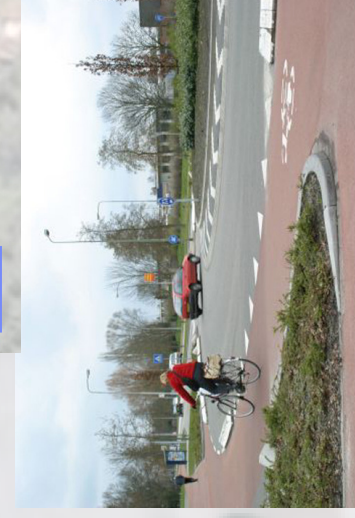
2. Cycling

Objectives:

- Providing for cycling will also be part of improved connectivity and circulation and will contribute to a lively and cleaner environment.
- Safe and convenient cycling facilities will encourage people to use a bike more frequently rather than using a car.
- Combining bicycles and cars will slow down the traffic wherever this is needed.
- Adding the possibility of cycling in the town will contribute to more diversity, especially in the town centre.

Key proposals:

- A bike route through Jubilee Park will improve natural surveillance in the park.
- A bike connection through the park between the town centre and the proposed railway station will be a shortcut and will therefore be able to encourage train users to cycle.
- Good amenities, like those depicted below, will encourage cycling.
- Bike routes to and from the town centre will encourage people to use bikes rather than cars when visiting the town centre.
- Safe cycle routes (see dotted lines on the map) combined with car traffic will contribute to a more urban atmosphere of the town and will discourage the fast through traffic to use Jellicoe Street, Commerce Lane and Queen Street.



bike storage facilities