

Designing for liveability



3. Mixed-use

A key component of revitalising the town centre is to have more people within easy reach of it. Mixed uses, with activities spread throughout the day and evenings is seen as a critical component. It will:

- attract good quality development;
- improve human scale of open space;
- provide natural surveillance for Jocelyn Street, Commerce Lane and Jubilee Park;
- mixed use will improve the variety of accommodation for business, retail and offices;
- support foot traffic and improve utilisation of the park;
- promote lateral development of the town centre and
- encourage development on northern side of the town.

Mixed-use elements should be introduced both on the fringes of the town centre where there is currently some vacant land and in the centre, making sure business is not negatively impacted.

- New residential uses can be accommodated at ground level in some areas where they would be adjacent to similar uses – for instance on the southern side of Queen Street. Elsewhere it would be more suitable to develop the residential component at levels above ground floor with the business activity at street level.
- Managing potential reverse sensitivities to noisy night activities (bars & clubs) will require a buffer zone, restricting location of either use. Firstly noisy activities should be limited to an area inside the buffer zone. The mixed use zone can be demarcated taking into account that requirements of noise containment and insulation can be applied to both noisy activities in that zone and on the residential component. Mixed use development is also

Create a zone in which more noisy activities are located now. This zone could cover the current Te Puke Hotel and tavern, ensuring that current prominent night spots are covered. Establish a neutral zone around it where neither noisy activities or residential uses are allowed.

Create a zone in which residential accommodation can be developed on top of ground floor businesses. These should ideally face the street with parking either in the back or underground. Entrance to the apartments should be facing the street and not into the back yard, unless there is a combined lobby on the street leading to individual accesses from the rear. Where possible, living rooms should have balconies overlooking the street. Businesses should have verandahs to ensure a pleasant street environment, whilst also deflecting noise away from uses above.



proposed on the western end of Jubilee Park/Jamison Oval. While the majority of the park will remain for passive recreation, the introduction of mixed use (e.g. residential, retail, commercial, offices) will add vibrancy to the area, improve surveillance of the park and provide an important link to the town square and markets.

4. Liveable streets

Safety and surveillance go hand-in-hand. The more active frontage there is to a street the better. This is even better when certain activities also operate outside normal business hours.

- Mixed-use areas with living rooms overlooking the street are helpful because people living there observe activities below and come and go at all times.
- The shopping core should have display windows facing the street, eventually extending to new routes as they develop. Activities such as banks and supermarkets are usual culprits and should be persuaded to change their layouts to improve surveillance.

The District Plan will be reviewed to ensure improved control over future developments.



Provide for a zone with mandatory display windows or open shop fronts overlooking the footpaths. This could be extended into the proposed pedestrian links through from Queen Street to Commerce Lane, taking other proposals into account. Eventually these could be extended to Queen Street and Commerce Lane (dotted line areas).

Generally coordinate on-street activities with shopkeepers to ensure that displays or tables on street fronts allow for improved surveillance – providing an attractive and safe streetscape, whilst allowing for good circulation without creating obstacles and hazards.



Designing for amenity



5. Open space qualities

Ensure increased use of the town centre by providing key high profile, functional public spaces, enhancing the pedestrian areas.

- Create a meeting place like a small square. The proposal is to locate it by the current walkway through to Jubilee Park by removing the adjacent shops to create the additional space. This will allow northern sun to come onto the otherwise shaded footpath, attracting coffee shops and kiosks, particularly if combined with a market
- Utilise vistas created by streets and footpaths to key features where they exist or create new ones where possible.
- Use open space to improve the quality of water run off at strategic locations around the town centre. This will foster environmental sustainability and create aesthetic water features.
- Make Jubilee Park a gathering place for all kinds of events. Place an outdoor events facility in a strategic position allowing for concerts and performances at every opportunity.

5.1 The town square

The acceptance of the plan and the development of the town square will offer an opportunity to stimulate investment in the town centre and will provide a better means to tap into the local tourism market

Some of the strengths of such a development are that it will increase the permeability of the town centre and make circulation much easier. It will actually become a key pedestrian link between different parts of the centre. It will also provide a home and focal point for community based activities whilst reducing the negative effects of the long business strip.

Its placing is critical in that it should allow for lots of sunshine to come into the main street and cater for outdoor activities, which, in turn will boost foot traffic numbers. The design will also allow for easier crossing of Jellicoe Street, even whilst still operating as SHZ.

In addition to these attributes the square will also improve access to parking away from



Jellicoe Street, promoting more focused lateral growth rather than spreading along down the main street.

The development of the square will initially be a cost, particularly obtaining the right properties to enable its development. The only major risk is seen as not being able to acquire the required properties.

6. Heritage, art & culture

There are only a few key heritage items still existing in the Town Centre. The District Plan will be reviewed to encourage protection of the following items:

- The Te Puke Hotel (late 19th century), is one of the earliest and most significant surviving buildings in town. Both the old Police Office and Cells and the more recent Hera's Memorial are listed, and together with the Capital Cinema are all worth celebrating in the new vision. The cumulative effect of these design suggestions should improve the plight of these treasures, which would assist to ensure their survival.
- The Puriri trees in Jellicoe Street are scheduled and are irreplaceable as is a China fir tree on King Street.



The Te Puke hotel in former glory



The Old Police Station and Cells on Jubilee Park – now the Arts Centre



Hera's Memorial, Jubilee Park

7. Sense of Place

As part of developing a central theme for the town centre, it is proposed to extend the use of the current paving patterns on the footpaths with its kiwifruit theme and brick bands to lead into the proposed square and other meeting places and install circular pergola-style structures to grow kiwi fruit vines on as a key theme. It is unlikely that this will go ahead until the alternative route is completed.

Costs and timing of this work will be reviewed as part of the investigations into the two lanings of Jellicoe St



Create an arts-focus in the proposed square. Encourage arts and crafts.

Create a cultural centre, including heritage items as icons of past era like a kiwifruit icon.

Enhance the arts centre with community facilities

An example of a kiwifruit pergola which could be placed along the central footpaths and on the proposed square to form a central theme in the town centre.

