

Objectives and design principles

Setting objectives and applying some key design principles

To achieve the mission as set out above and articulated in "The Way Forward", it will be essential to assess the current situation in the light of agreed objectives and a clear set of achievable design principles. These principles will also have to tie in with the SMARTGROWTH principles as well as CPTED (Crime Prevention Through Environmental Design).

"The Way Forward" states the following elements as key issues and aims:

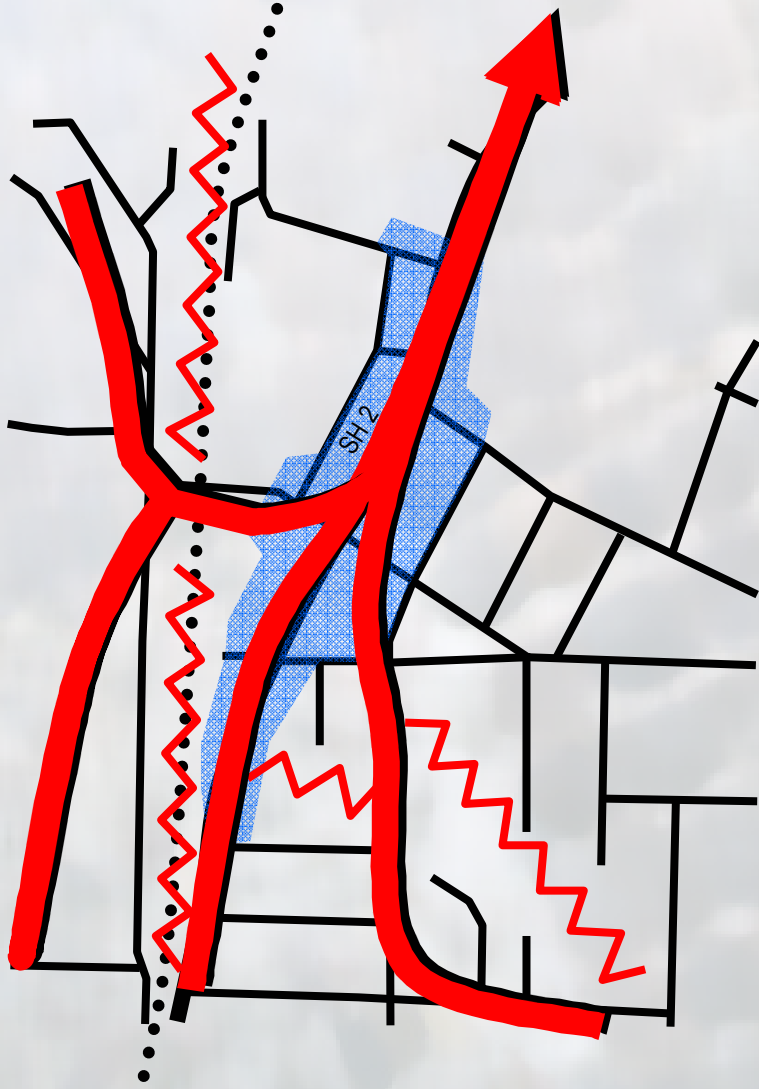
- Heavy vehicle traffic is a major problem in the Te Puke town centre. Not only is it a safety problem, but noise, vibration and particulate pollution is of concern. In addition, local shopping traffic is intimidated by big trucks as they "breathe down your back". This will be partly resolved once the Tauranga Eastern Arterial has been built, but continuing growth will soon generate more traffic into and through Te Puke which will boost numbers to close to current levels and beyond. The question is what can be done in the short term and how the longer term will be resolved. There is a strong need to secure some relief options now for future implementation, particularly if there is any delay in the provision of the Eastern Arterial.
 - A further concern is the lack of a real 'heart' in the town centre. At the moment business development is not focused on a central area and there is a lack of concentrated foot traffic, vibrancy and amenity.
 - Te Puke may in future be able to connect to a rail service to Tauranga. The design of the town centre should not only allow for it, but should positively work towards supporting passenger transport in general, eventually connecting all major activity nodes.
 - The strategy should also allow for mixed-use development of business and residential accommodation. This will tend to focus development and encourage the town centre to grow in width rather than in length.
- In general the planning should create a vibrant town centre, with increased pedestrian safety, ease of movement, comfort and qualities that will attract people and business alike. This plan aims to achieve this by applying some key urban design principles to a range of issues raised in "The Way Forward" and the specific concerns expressed above.

The following broad objectives and design guidelines have been used to identify and assess issues, formulate options and identify preferred solutions.

- Improve safety and a sense of community through improved **accessibility** and walkability. This includes:
 - connectivity.
 - pedsheds.
 - footpath qualities.
- Increase **liveability** by improved access to different activities and friendly street environments. This includes:
 - mixed-use (a development that contains residential as well non-residential spaces).
 - liveable streets.
- Improve general **amenity** to foster a sense of pride and belonging. This includes:
 - ensuring improved use and safety of open space features.
 - ensuring a sense of pride and belonging by celebrating heritage, art & culture.
- Foster **sustainable business**, retail & leisure as key components of the success of the town.

These objectives are explained in more detail on the following pages.





Connectivity

Objectives:

To improve connectivity throughout the street network by:

- allowing for ease of movement from point to point for both vehicular and foot traffic.
- connecting key destinations in town without the need to go onto the main streets.
- dispersing traffic to attract more pedestrians, thereby improving surveillance and safety.
- improving use of public transport.

The current street pattern in Te Puke highlights the lack of connectivity, especially across the rail line and east/west movement south of Queen Street. This forces traffic through Jellicoe Street and to a lesser extent along Queen Street.

The high volumes of traffic on Jellicoe Street, combined with a large percentage of heavy vehicles, particularly during business hours, inhibits good connectivity. In addition, the fumes, particulates, noise and vibration further detract from the appeal of the main street.

The lack of connectivity and high traffic flows through the main street effectively divide the town into two halves.



The trucks trundling along Jellicoe Street form a visual barrier as well as a physical impediment to easy movement across and along the street and make outdoor dining decidedly unpleasant

Pedsheds

To define the effectiveness of footpaths and streets a "pedshed" indicates which areas can be reached in either a 5 minute or 10 minute walk.

Objectives:

- To improve access and circulation throughout the town centre.
- To ensure everybody can easily reach key activities in a short space of time.
- To foster foot traffic in the town centre.

A 5 minute walk should easily allow for all the shopping and business activities in a town centre. The 5 minute walking distance from the southern corner of Jellicoe and Oxford Street does cover most destinations, but falls short of the potential catchment in the south east where the new subdivision is occurring. The area to the north of the rail line is inside the potential reach but cannot actually be reached in 5 minutes.

The 10 minute catchment has a major gap in the north across the rail line, and the potential area reachable in 10 minutes is falling short all round except to the east and west. However, the pedsheds are all limited by the ability of pedestrians to safely cross Jellicoe Street.

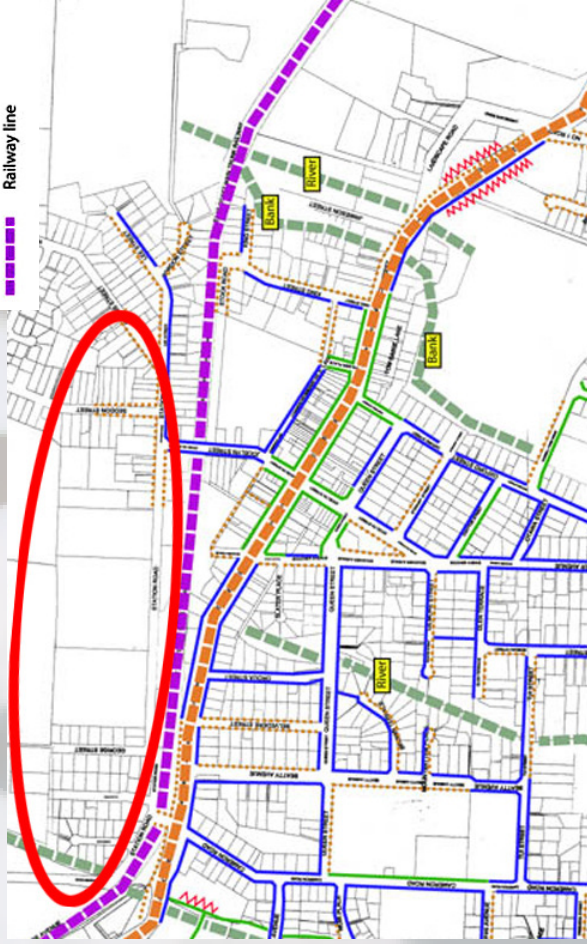
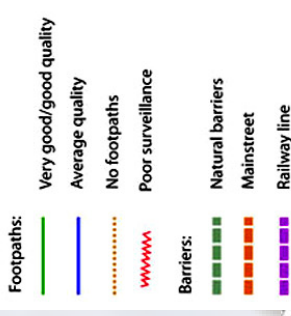


Good footpaths but few pedestrians

Footpath qualities

Objectives:

- To create a pleasant environment to walk in.
- To contribute to a safe environment.
- To make walking attractive.
- To connect key destinations.
- To encourage public transport use.



The quality of footpaths where they exist, is very high, especially along Jellicoe Street between Boucher Avenue and King Street. There are some barriers, e.g. gullies, the rail line and SH2, all of which need improvement.

In addition the residential and industrial areas north of the rail line have few footpaths. The combination of these individual factors will impact on the overall walkability and circulation. This requires attention, particularly in the town centre, but also on the route to and from the town centre.



Pedestrian catchments:

Properties within 5 minutes walking distance (approx 400m)

Properties within 10 minutes walking distance (approx 800m)

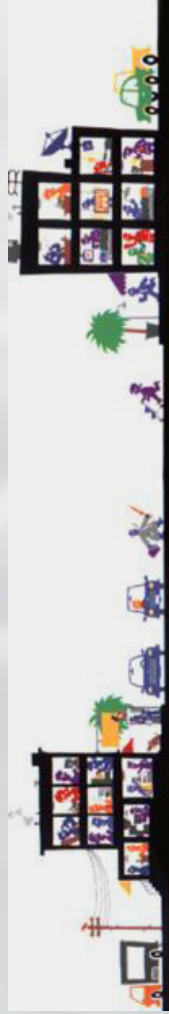
Starting point

Liveability

Mixed-used development

Objectives:

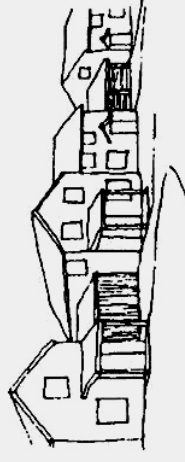
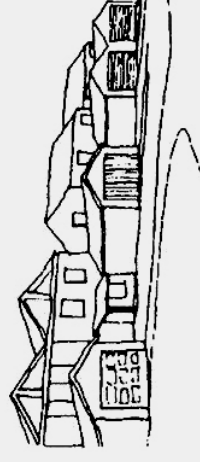
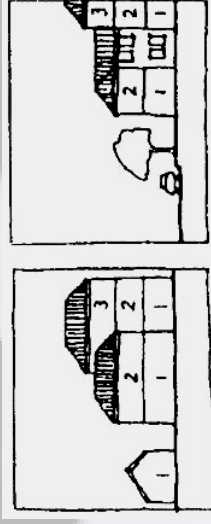
- To allow for interesting & varied street scenes, like:
 - decks & living rooms overlooking the street.
 - more open shopfronts .
 - pleasant tree-lined streets with quality footpaths and street furniture.
- To increase natural surveillance by:
 - maintaining and increasing active edges; e.g. shopfronts and street side activities.
 - eliminate dark and obscured nooks and crannies, e.g. by requiring minimum setbacks and side space.
 - avoid blank walls & garage doors facing the street.
- To increase the activity levels without increasing the footprint of the town
- To calm traffic resulting in greater priority for pedestrians and cyclists
- To allow for increasingly diverse accommodation demands



Liveable streets

Objectives:

- To ensure good natural surveillance at all times and improve safety on the street after shopping hours.
- To define the residential qualities required to achieve that.
- To define areas in which residential uses could be established in the town centre to enhance overall amenity.
- To ensure development sites will be financially viable.



Essentially natural surveillance around the edge of the town centre needs improving. This is particularly important on Queen Street and Commerce Lane, but also on Jellicoe Street



Visually isolated car parks are potentially unsafe and alleys with no overlooking activities can be dangerous. Many backyard areas also need improved surveillance like the parking area between New World and Mitre 10.

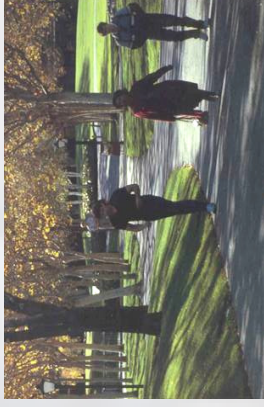
Open space qualities

Objectives:

- To provide key, high profile, functional spaces for the town centre, especially in locations where there are many supporting and overlooking activities.
- To create meeting places like town squares.
- To ensure proper natural surveillance, e.g. adjacent to streets - not secluded.
- To use natural conditions optimally, e.g. provide sunny winter & shady summer areas.
- To utilise vistas created by streets.
 - Retain views of the surrounding mountains as a backdrop to the town.
- To foster environmental sustainability.
 - Capture storm water runoff and improve water quality before releasing the water into local streams.



joining in festivities



walking & jogging to work



meeting people



Heritage, art & culture

Objectives:

- To integrate existing heritage elements into an active and attractive environment.
- To enhance the cultural heritage by bringing settler and indigenous history, culture and artefacts to town.
- To introduce new art and design components into the street scene.
- To provide suitable locations for a cultural centre.



Sense of Place

Objectives:

- To use open space qualities, the built environment and the cultural heritage to form the basis for the development of a distinctive 'Te Puke' sense of place.
- That would encompass the heritage objectives above as well as current views and themes as building blocks to express a special and fresh view of what Te Puke is about.
- To express these in practical terms which can be incorporated in all design elements over time.

Retail, business & leisure

Sustainable business

Creating a "country town with a business heart".

Objectives:

- To improve connectivity throughout the street network.
- To optimise the retail mix and quality by attracting the missing elements.
- To encourage continuous shop fronts and limit inactive or dead street fronts.
- To encourage choice by clustering of key service types.
- To promote leisure activities for both tourists and locals.
- To foster local pride through service excellence and quality of the offering, as part of keeping leakage to a minimum.
- To seek special elements to build a distinctive 'Te Puke' character.
- To create a point of difference.

This design principle should, like the other components, not be viewed in isolation. All the other aspects analysed earlier will need to contribute to a more vibrant and attractive retail, business and leisure environment. These elements will produce practical measures to improve access for local clients. It is important to try to limit leakage by making the local market as attractive as possible.

In addition, the size of the local market should also be increased. Introducing a mixed-use component in the town centre can assist as will additional residential development close to the town centre. The combination of these measures will help to increase potential local customers and make the town centre more active and safe. With this greater local support a host of activities which may now fall under the threshold of viability may be able to develop.

However, as important as local markets may be, Te Puke will also need to attract buying power from the wider region and entice people passing through to make a stop. A typical local farmers market could assist to bring that about.

The long term sustainability may only be secured if all the measures above work together to create a point of difference.



Coffee



Shopping in Te Puke should be characterized by attractive coordinated signage, continuous shop front display areas and energised by a highly distinctive market & local culinary delights.