



Central Hawke's Bay Town Centre Master Planning

Waipawa & Waipukurau

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1. Central Hawke's Bay town centres

1. Waipukurau and Waipawa

Waipawa and Waipukurau are our two largest town centres. Both, in quite different ways, provide a focal point for local communities across the district socially, economically and culturally. We are invested in creating town centres that we are all proud of and that attract locals and visitors. This kind of town centre will reflect our past and hum with activity.

While we are focussing here on our two largest towns, we also work with our smaller towns and villages across Central Hawke's Bay to develop Community Plans that set out their aspirations and the actions required to achieve them.

2. Why our town centres are important

Town centres are important places as they are often the places that bring whole communities together, to learn, to work, to play and to live. Town centres need people to be successful. The mix of activities provided in town centres is a key part of their success. A mix of activities brings different people into the town centre at different times of the day and week. This continual flow of people is the lifeblood of a town centre. One of the important things about this mix is that, to be successful, both private and public investment is critical.

Even in District's like ours where primary industries play a huge role in our economic success our town centres provide a wide range of work opportunities that are critical to achieving our Thrive objective of a proud and prosperous district with strong, connected and environmentally responsible communities.

3. What we know about Waipawa and Waipukurau

What you told us

In 2020 an invested group of people gathered to share their thoughts on the current issues facing our two towns and their aspirations for their futures.

Some of the key things shared were:

- Waipawa and Waipukurau have very distinct characteristics that need to be retained and strengthened.
- We need to consider how both towns can be developed to not only strengthen each individually but how the strengths of each can support the other.
- State Highway 2 has a big impact on both towns and resolving the tension between each town being an attractive centre and moving people along the highway was essential.
- Improving access to and around the town centres is important.
- The look and feel of both towns need to be improved to attract more people, more business, more visitors and reflect the heritage of both towns.
- Waipawa has some amazing facilities that need to be showcased.
- Ngā Ara Tipuna in Waipukurau is a massive opportunity to tell the early stories of the town and attract visitors.
- The connections with the rivers, the Tukituki in Waipukurau and the Waipawa in Waipawa need to be celebrated more.

4. What we want to achieve

Strategic Goal: Waipawa and Waipukurau are vibrant, distinct town centres humming with activity.

As part of Central Hawke's Bay's Integrated Spatial Plan 2020- 2050, we identified seven principles to support growth in Central Hawke's Bay. The town centre plans will enable us to meet these guiding principles to:

- Contribute to vibrant hearts that create places to live, work, play and learn in our towns.
- · Connect people to spaces and places, and each other.
- Enhance the role of each town within our district and how they function individually and together.
- Optimise how we live, work and play by ensuring growth makes the most of existing and new community facilities, infrastructure, and built and natural resources.
- Ensure we leverage maximum value from our investments.
- Support and enhance economic prosperity in turn supporting better community wellbeing outcomes.
- Lead to an enhanced environment and increased sustainability and lower climate change footprint.

Council will partner with Te Taiwhenua 6 Tamatea, landowners, business owners, organisations and locals to realise our strategic goal.

We will know we have been successful when:

- More people visit our town centres more often, for a wide range of reasons and stay longer
- · More people are working in our town centres.
- People feel safe in our town centres, including when interacting with State Highway 2.
- Landowners and tenants are investing in buildings and businesses.
- The distinct heritage and character of our town centres is reinforced.
- Our town centres are well integrated across our broader Central Hawke's Bay cycling networks.

5. Strategic priorities

The Town Centre actions below outline Council's commitment to, and long-term vision for, our main town centres. They represent the key priorities identified together with community. It is important to note there are no timeframes for these actions - some will can be delivered on faster than others. Council will continue to work in partnership with community to refine these actions, and to ensure we get them right.

Council will therefore continue to identify partnership opportunities and enable locally-led approaches to ensure that Te Taiwhenua 6 Tamatea, landowners, business owners, organisations and locals have an active role in making our town centres great.

Waipawa Town Centre

Key Moves

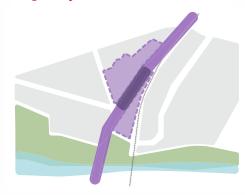
'Pride in our environment and our people'

'Waipawa is a showcase of locally grown food and talent'

'Waipawa is an affordable and attractive place for families - a place for belonging'

'Waipawa is a place of historical meaning - built on heritage and trees'

Highway as the hero



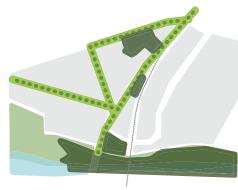
Why:

State Highway 2 is a regionally important connector – lets celebrate it and use it to our advantage by creating a uniquely Waipawa experience along this journey. An active main street invites people to stop and shop and is memorable. At the moment, cars and trucks are taking precedent. There is opportunity to slow speeds, and transition some carparking towards a 'greener' mainstreet.

How

Slow down traffic speeds well before the town centre and define the edges of High Street. Introduce street tree planting, and encourage a people friendly environment with strong pedestrian connections across the main highway, and north / south with walk and cycle connections from Nelly Jull Park to the Centennial Memorial Pools, Madge Hunter Park, and the river.

Character Streets



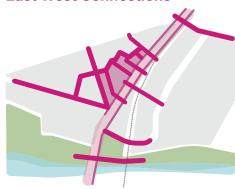
Why:

Waipawa is full of character and unique, with local art, craft, food and people to connect with. Make it easier for people to stop, get out of their cars and look and walk around town. Support the town centre's boutique nature, and invite activity off the main road, making it walkable and easy to connect with local and wider area experiences.

How

Give people moving through Waipawa, clear directions and different reasons to stop Make it easy and attractive for people to pull off the main road slowing speeds well before the town centre. Build on and emphasise the town's character activating the Green Spaces, and linking them with a street tree and pedestrian and cycle friendly network

East West Connections



Why:

There is ample space to consolidate carparking in behind High Street, giving options to create more pedestrian friendly spaces, and opening up the opportunity to improving street tree and amenity planting along the main road. It is easier to find parking and park, when there are clear areas with close connections to facilities. This promotes a people forcised and active town centre.

How:

Open up Waipawa beyond the mainstreet by organising and maximising the carparking opportunity in behind High Street. Consolidate these areas, and brighten the cut throughs and links off the main road making them visible, easier and safer to access facilities and attractions for both locals and visitors.

Top Priorities:

Bold text reflects the communities top priorities as identify from community workshops run on the 9th Sep 2020.

Town Centre Actions

- Frictional surface treatment on SH2 (north and south of town). Vertical
 frictional streetscape planting and trees along SH2 on approach to town (north
 and south). Slowing traffic on SH2.
- Upgrade of Victoria SU/SH2 intersection Tightening kerb alignments to improve pedestrian crossing and slow approaching traffic. Frictional paving surface at intersection approach, and pedestrian refuge crossing points.
- 3. Main Street Upgrade Upgrade High St with 3m wide shared path on eastern side. Parallel parking with low streetscape amenity planting build outs and street trees to slow traffic and create a character main st. Relocate bus stop onto SH2. Upgrade pedestrian crossing points (two raised crossing points to slow traffic and two at grade crossings). All crossing points to have kerb buildouts and no parking buffers for clear pedestrian/vehicle sight lines.
- Upgrade Nelly Jull Park Upgrade play facilities and create a greater presence of the park on the SH2
- 5. Upgrade Islington Dr to a 'Shared Space' vehicle/pedestrian lane.
- 6 Rationalise Car Parking at the rear of High St shops. Consolidate Car Parking and create strong pedestrian links/foothpaths through the car park and to High St. Include signage on SH2 to highlight parking atrear.
- Activated Pedestrian Laneways off High St Public Art, Street Art, Local Art, Cultural and Historical Story Telling Opportunities. Opportunities for alfresco dinning spaces, or outdoor retail spill out spaces.
- Pedestrian Connection from Kenilworth St past the Municipal Theatre to Ruataniwha St -- with pedestrian crossing on Kenilworth St

- 9 Upgrade of Car Park on High St Reducing car parking area to create a multifunctional plaza, pop up markets/ event space and both a permanent and flexible car parking area. Including upgrading the forecourt of the Museum and improving the pedestrian connection through to Harker St. Potential to including tourist information area about what to see and do in town. As well as seating, shade, picnic area, amenity planting, rest stop.
- 10 High St to Harker Street Cut through upgrade Upgrade rail crossing safe, improve stair access and improve passive surveillance/ activation of the lane. Additional pedestrian crossing point on Harker St where the cut through ends
- 11 Reduce Speed of High St from Bridge to North of Victoria Street 30km/hr
- 12 Upgrade Ruataniwha/Kenilworth/High St Intersection. Tightening the kerb alignments. improve pedestrian crossing points with pedestrian refuges and still allowing for truck access. Frictional paving surface treatment at intersection to slow traffic and delineate arrival into "town"
- 13 Improve access to Hunter Park Wide/protected footpath access to Madge Hunter Park allow SH2 also connecting to the SH2 footpath crossing. Create Harker St Shared Space' between SH2 and railway bridge, creating a strong connection between the pool and the park Formalising parking on Harker St with street tree planting, creating at grade pedestrian crossing point and slow speed street with frictional road surface/paving.
- 14 Upgrade Madge Hunter Park Upgrade facilities and create flexible outdoor youth hub for outdoor learning, gathering and events, cycling facilities

- 15 Upgrade River Edge Remove/restrict vehicle access to river edge. Riparian planting, picnicking areas, walking trails/cycling, nature play area etc.
- 16 Connections to the cycle/walking trails/river and future Tukituki trail connections-Improved signage to river trails for Hunter Park SH2 and High St Car Park. Create routes/ points of access to the trails through Hunter Park
- 17 Upgrade SH2 bridge pedestrian crossing
- 18 Streetscape Upgrades on Ruataniwha St. Kenilworth St and Waverley St with wide footpath connections, parallel parking with low streetscape amenity planting built outs and street trees to slow traffic and create a character streetscapes.
- 19 Wayfinding, art and cultural/historical storytelling signage package across the town centre. Including unique Waipawa entry signage, wayfinding signage to pull off the highway to find parking/Nelly Jull Park/Tollets/Municipal Theatre. Tidying up the existing signage along the highway, making it consistent and clear. Unique art/signage of historical/cultural story telling of Waipawa creating a unique and memorable Waipawa experience. Encouraging people to stop in the town centre.
- 20 Support local businesses in Waipawa. Potential to encourage a business collective group of business owners to help co-ordinate business initiatives across the town centre. Potential to investigate common business hours including Friday nights and weekends. or collective resourcing of casual staff etc.
- 21 Identify heritage to support Waipawa's heritage identity.
- 22 Work with Waka Kotahi/NZTA to review speed limits along SH2.

- 23. Develop a stimulus package to support redevelopment of key sites across town centre.
- 24. Investigate different revenue approaches to supporting town centre projects as part of rate review.
- 25. Ensure digital connectivity across Waipawa town centre is strong.



Waipukurau Town Centre

Key Moves

'Waipukurau - heart of a thriving rural community'

'Family friendly and accessible for all ages'

'Waipukurau is well provided with a network of public spaces and areas'

'A sense of arrival'

'People feel connected and have everything at their fingertips'

'A cool town where people will want to stop'

Town Centre Actions

- to allow pedestrian/cycle access. Riparian planting, picnicking areas, walking trails/ cycling, nature play area etc
- 2. Riverside Tce access point/carpark to Tukituki Trails and River side park
- 3. Russell Park Upgrade Playground upgrade, cycling facilities and improves access to Tukituki trails and connectivity to town centre,
- 4. Herbert St Upgrade 3m wide shared path on Western side of SH2/Herbert St connecting to SH2 bridge crossing. Vertical friction streetscape planting and trees along SH2 on approach into town (both north after the bridge and south on Porangahau Rd). Parallel parking with low streetscape amenity planting built outs and street trees to slow traffic and create entrance into town centre. Create pedestrian crossing points with frictional surface paving, pedestrian refuges along Porangahau Rd and Herbert St.
- 5. Tighten kerb alignment of intersections along Herbert St to improve pedestrian crossing safety and slow traffic speeds while also allowing clear truck access through to the Bypass and Porangahau Rd.
- 6. Investigate high/medium density housing infill within town centre area. Potential to partner with aged care facilities or other partners
- 7. Encourage the relocation of industrial land uses to Takapua Rd. New commercial/ retail development within Town Centre should have limited to no set backs with
- 8. Peel St Upgrade Peel St to be designated as SH2 (away from Ruataniwha St). Northumberland St intersection upgrade with tightened kerb alignments to slow traffic and improve pedestrian safety at crossing points. Mid block pedestrian refuge crossing point with frictional paving treatment. Street trees and planting build-outs

Celebrate Ruataniwha St.



Ruataniwha Street is the centre of town, and the Central Hawkes Bay - celebrate arrival to Waipukurau (and region) to make this memorable and as a place to stop. Draw people into the central area with a clear hierarchy for car, bike or foot, making it a place to go, attractive and accessible for all, while still keeping it serviceable for the town and region

Re-align the mainstreet and by-pass designation. Slow Ruataniwha Street right down with raised crossings and north south access beyond the mainstreet giving priority towards the pedestrian environment. Consolidate carparking areas for vehicles in behind Ruataniwha with clear access. Bookend each end of Ruataniwha street making it attractive and inviting to stop

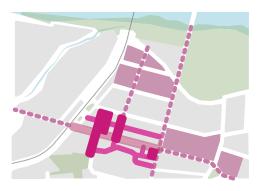
Green Links



The town centre is within easy walking distance to the areas natural features, heritage. and recreational amenities. Celebrate this unique identity of Waipukurau with a green network that makes it easy and accessible for all users (both locals and visitors) to connect and stay longer in town.

Connect the town to the river, and the potential of Pukekaihau and Nga Ara Tupuna and the Tukituki River trails connections. Create a consistent pedestrian and cycle network to make it easier to get around town without using a car. Improve pedestrian connections and safety across main roads. Plant a consistent street tree palette

Activated Connected Centre



Waipukurau is a thriving hub with a range of activities that support locals, and visitors to the region. Support its development as a place to go to - to meet people and stay longer. Create pockets of activity that are well connected and support the variety of users to the centre. Consolidate services type areas one back from the mainstreet to open up a pedestrian environment

Focus on the active intersections and desire lines along Ruataniwha Street. Create 'bump' spaces - places to meet in the street. Slow the central area right down with a focus towards pedestrians. Slow the Ruataniwha and SH 2 Intersection and create a 'shop window' to the town from the highway. Improve the serviceability one street back from Ruataniwha, to provide accessible carparking while opening up the mainstreet

- 1. Upgrade River Edge Remove/restrict vehicle access to river edge. Remove fencing 9. Northumberland St (from Russell to Riverside) Upgrade Strong pedestrian connections, car parking build-outs and streetscape planting/trees. Creating strong accessible link to the River.
 - 10. Northumberland Pedestrian focus flush 'shared street' ~ Flush paved pedestrian 'mall' street with slow speed vehicle access. Raised table access et both Russell and Ruataniwha St ends. Streetscape high amenity planting, 'play along the way' streetscape elements, amenity seating. Potential for alfresco dinning and spill out retail. Allowance for parking (including additional mobilty parking).
 - 1]. Kitchener Pedestrian focus flush 'shared street' Flush paved pedestrian 'mall' street with slow speed vehicle access. Raised table access at both Russell and Kitchener St ends. Streetscape high amenity planting, 'play along the way' streetscape elements, amenity seating. Potential for elfresco dinning and spill out retail. Strong pedestrian connection to Pukekaihau, potential to integrate with Nga Ara Tipuna and cultural art/storytelling. Allowance for parking (including additional mobilty parking).
 - 12. Pukekaihau Pa/Park Improved Access, signage, story telling and amenity Including Kitchen St Upgrade with Streetscape planting, formalised parking, pedestrian crossing, strong pedestrian connection from Ruataniwha St etc. Integrate with Nga
 - 13. Saint Joseph St/Tavistock Rd Greening Streescape planting with street trees and strong pedestrian connections.
 - 14. Tavistock Rd/Mt Herbert/ Ruataniwha St Intersection Upgrade Kerb relaignments to improve pedestrian crossing points. Frictional surface paving to slow traffic on

- 15. Rationalise Car Parking at the rear of Ruataniwha St shops, Consolidate Car Parking and create strong pedestrian links/foothpaths. Include signage on Ruataniwha St to highlight parking at rear.
- 16. Town Centre wide on street tree and car parking review with formalising of carparking and create a street trees planting strateggey.
- 17. Activated Pedestrian Laneways off Ruataniwha St. and mid block connections -Public Art, Street Art, Local Art, Cultural and Historical Story Telling Opportunities. Opportunities for alfresco dinning spaces, or outdoor retail spill out spaces.
- 18. Ungrade Service lanes to 'Shared Space' activated vehicle/nedestrian lanes
- 19. Community Hub/Cultural Centre with co-located public facilities and services. Potential to Include library, artisan centre/artist collective, tourist information, cultural hub, greenspace, EIT learning, co-working space, Taiwhenua and activated plaza/ pedestrian mall. Areas for markets, pop up shops, pop up events, outdoor community space and public arts. Potential to convert Ruahine Motors Ford building and adjacent lots into the community hub with a strong presence and active frontage on Ruataniwha St and Russell St. Strong pedestrian laneway connections from Russell St to Ruatanlwha St, as well east/ west connections. Strong through views to Pukekaihau. Potential to stage and trial this with pop up/temporary activations such as markets, container ship libraries/shops or artist in residence.
- 20. Upgrade Ruataniwha St Streetscape. 3m wide shared path on southern side of street, parallel parking with low streetscape amenity planting build outs and street trees to slow traffic and create an activated (e.g. play along the way elements, seating, ability to alfresco dinning and closure of roads for events). All crossing points to have kerb buildouts and no parking buffers for clear pedestrian/vehicle sight lines. Raised tables at the intersection of Northumberland St and Kitchener St.

- 21. Upgrade Bogle Brothers/SH2/Ruataniwha St intersection potential to signalised intersection. Upgrade to improve pedestrian crossing and safety. Slowing heavy vehicle traffic, and improving the safety for turning vehicles. while also create a more prominant entrance into town.
- 22. Takapau St Upgrade Frictional paving surface treatment and vertical friction planting/street trees to slow traffic coming into town. Strong foothpath connections on both sides of the road. Pedestrian refuge crossing point and car parking buildouts with planting/trees.
- 23. Upgrade of the railway station car parking, park/tourist information area/signage improved pedestrian access from Ruataniwha St
- 24. Upgrades of SH2 bridge crossing for pedestrians and cyclists widen the foothpath/
- 25. Earthquake prone building response plan. Establish a strategy to map the way forward with between tenants and shop owners to upgrade prone buildings. while still keeping business on Ruataniwha St or with in the immediate town centre area. Creating long term certainty for tenants and businesses.
- 26. Undertake a review of civic facilities across Walpukurau following completion of the seismic assessments of key facilities. Determine responses which could include upgrades, sale of sites and management.

Top Priorities:

Bold text reflects the communities top priorities as identify from community workshops run on the 9th Sep 2020.

