

Eltham Town Centre Spatial Framework 21.08.2019



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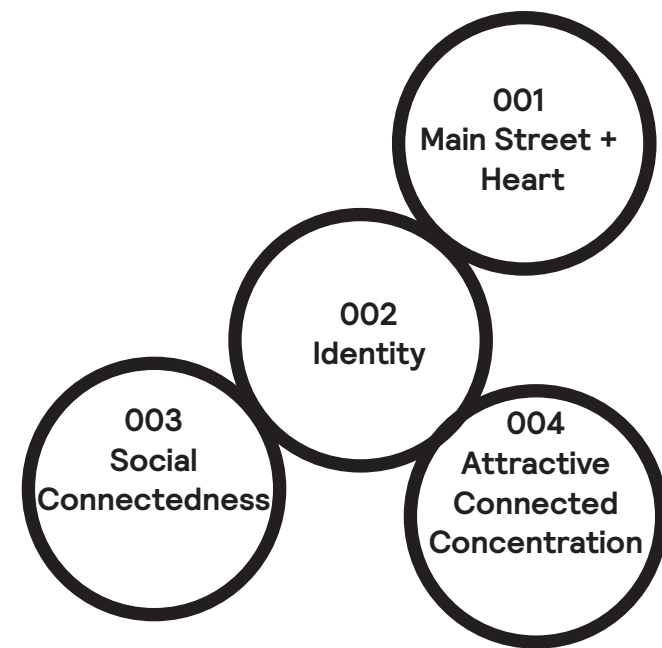
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LandLAB is a design-led, studio based practice creating sustainable, innovative and creative outcomes across a range of landscape, urbanism and place making projects in **Auckland, Christchurch, Queenstown, Tauranga and Wellington**. As our name suggests our philosophy integrates a site specific approach ('**Land**') with a creative and rigorous design process ('**LAB**'). Our work reflects our interrogation of the inter-relationships between the ecologies and systems of **landscape, urbanism** and **place**.

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1.0 Introduction + Context

This document establishes a design framework for the future curation, enhancement and investment in the Eltham Town Centre.

It provides a series of physical key design ‘moves’ around which a series of projects can be implemented that contribute to the vision of the town as a place that attracts locals and visitors.

The projects have been considered in order to establish synergies between public and private investment, supporting the town’s aspirations to attract ‘more people, more often and staying longer’.

The Place Ecosystem identifies the key components of the town centres sense of place and their interrelationships

The proposed Key Moves inform the Design Strategies (movement, open space, built form and activities) at the town and main street scales.

Design Strategies establish principles for change.

An Implementation Plan identifies the priority projects discussed through community consultation and proposes a sequence and time line for their implementation.

4 Overarching Themes_

Throughout the consultation undertaken for this project a series of key themes was identified that apply to all towns within the South Taranaki District Council area. These key themes are:

001 Main Street + Heart

Each town is located on a state highway, which presents challenges in terms of creating a high quality environment. Key issues include speed, noise, safety, amenity and sense of place which are all impacted and compromised by the design standards of the State Highway network.

002 Identity

Whilst each town has a unique and distinctive identity in terms of its location, history and built form character there is a noticeable disconnect in terms of local and visitor impressions of the town versus the community’s sense of identity. Key factors include lack of landmark buildings and spaces, low quality built form and poor building appearance, a lack of activity and low levels of footfall within all the town centres.

003 Social Connectedness

Existing communities are becoming more physically and socially disconnected at both the regional and town scales. This is due to a decline in community and sporting facilities and activities, declining populations, lack of mobility and issues of affordability. As a consequence communities are not as connected or resilient as they once were.

004 Attractive, Connected, Concentrated

Each of the town centres suffer from low levels of amenity, poor maintenance of buildings and un-attractive appearances that discourage people to dwell and spend time or for visitors to stop.

Eltham Context_

Eltham is known for its Victorian architecture which is significant to the social and economic history of the town. There are eleven registered buildings with the New Zealand Historic Places Trust.

Eltham was settled by Europeans early in the 1870s. Industry began with timber milling and Aotearoa’s first tar sealed road, Eltham’s Bridge Street. The town’s main industry is cheese production and is known as the cradle of the Taranaki dairy industry. Eltham’s population is currently around 2000.

Eltham is South Taranaki’s second largest town and sits in the centre of Ngāti Ruanui and Ngaruahine Rohe. It is situated on undulating land on the Waingongoro River. Old Māori tracks through the former dense rain forests junctioned at the site of Eltham, and the Ngaere swamp nearby was a fruitful hunting ground.

Bridger Park behind the CBD is a natural amphitheatre and picnic area with a short bush walk through to Stanners Street. On the edge of the town is the three hectare Eltham Presbyterian Campsite, which is ideal for outdoor activities, camping and swimming.

Lake Rotokare is 12 km east of the town. In 2008 the Rotokare Scenic Reserve Trust completed a predator proof fence around the lake creating a sanctuary for diverse habitats including the lake, wetlands and bush.

Lake Rotorangi is 24 km east of Eltham and is New Zealand’s longest man-made lake created by the construction of the Pātea Dam. It is popular with water skiers and wake boarders, offering two boat ramps, public toilets, picnic and camping areas. Mangamingi bush reserve is 20 km east and offers native bush walk and picnic areas. Rukumoana Reserve is located 24 km east and is a popular fly fishing, picnic and swimming spot.



TO KAPUNI / ŌPUNAKÉ / SURF HIGHWAY 45

ELTHAM

MANGAMINGI

RUKUMOANA

ROTAKARE SCENIC
RESERVE / WALKWAY AND
WILDLIFE
SANCTUARY

WAINGONGORO
RIVER

PATEA
RIVER

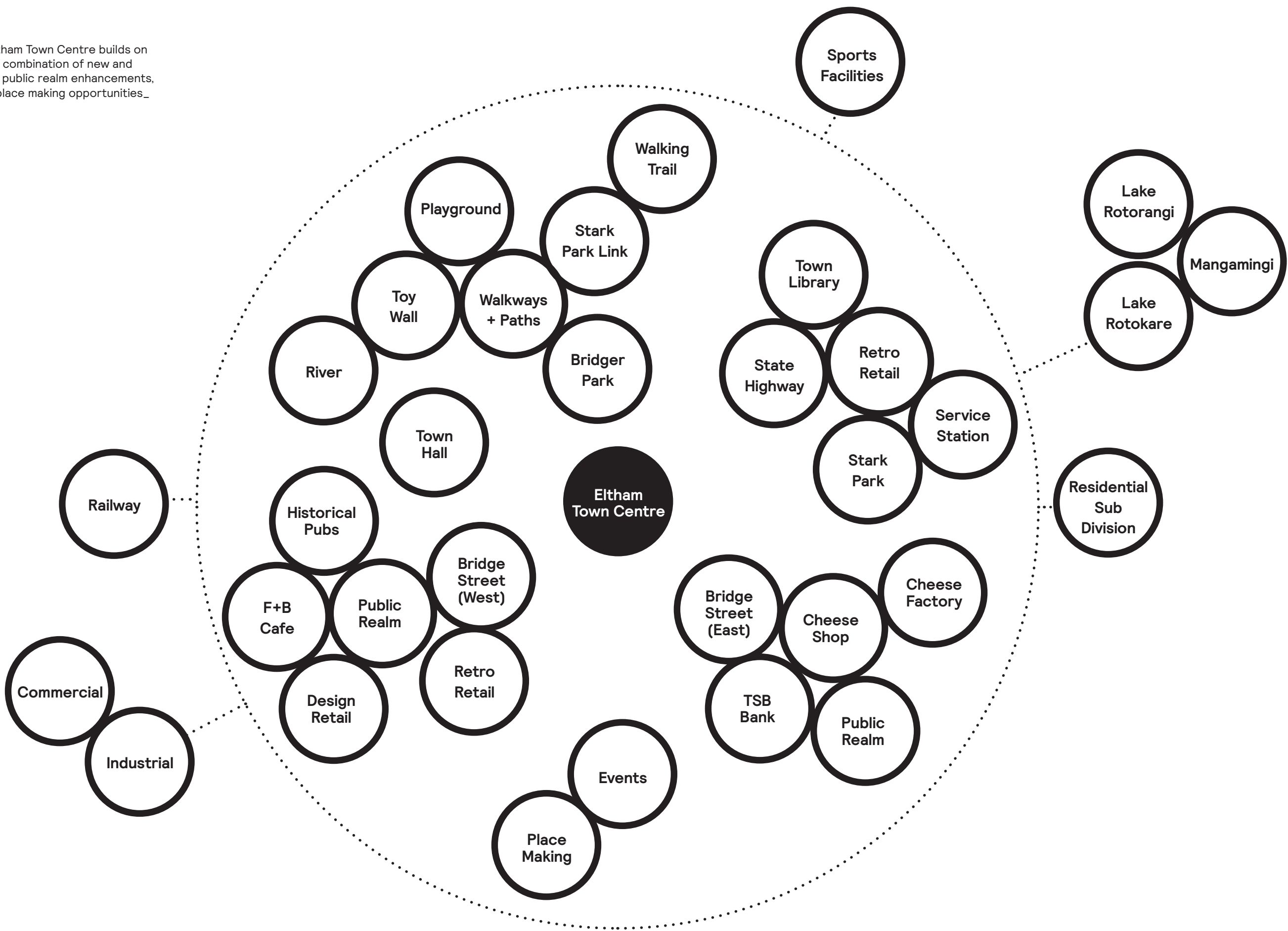
LAKE ROTORANGI

TO HAWERA





The town ecosystem for the Eltham Town Centre builds on its existing DNA, incorporates a combination of new and proposed social infrastructure, public realm enhancements, infrastructure investment and place making opportunities.



2.0 Issues + Opportunities

Eltham is largely defined by industry, cheese and food processing. The town is also known for its historical Victorian buildings some of which have been restored to some degree.

Key items raised by the community in consultation sessions were town beautification and maintenance and the desire to create more of a ‘sense of place’_

An Investment Logic Map (ILM) is an investment management tool. It’s a one page document that communicates a complete investment story on a single page, using language and concepts that are understandable to anyone. It ensures everyone involved recognises the problems that exist, and the benefits that will occur if they are addressed.

By developing an ILM, the thinking for a project is done up front, laying the foundation for the masterplan. The ILM for Eltham was developed in a workshop involving Council, iwi and community members on 14/05/19.



2.1 Problems

The ILM for Eltham identified the following four problems;

1. SH3 and Bridge Street area represents the centre of town but its busy with traffic, unsafe & lacking a state of arrival meaning passersby are unlikely to stop, get out of their cars & engage with town.
2. More than half of the workforce travel from other towns to work in Eltham, they do not spend time or money in the town, making many businesses, including hospitality unviable.
3. A housing shortage, with new development being commercially unviable, diminishes the town’s ability to attract new residents, to help revitalise & make the town more vibrant.
4. Many of the town’s exceptional buildings are poorly maintained, underutilised and deemed to be unviable to improve, unattractive & not contributing to an authentic experience.

Additionally, the following issues were identified by the community during the consultation phase:

- Lack of town signage and general wayfinding to other experiences and destinations
- Pedestrian safety and vehicle speeds on the main street (State Highway traffic drives too quickly)
- Lack of retail offerings and diversity in the main street, few reasons to stay
- Poor coordination/management of the main street
- Inconsistent trading hours of local businesses

2.2 Objectives

The ILM for Eltham identified the following four benefits

1. Travellers and passersby stop in Eltham, as they know they have arrived, there’s reason to stop and it’s easy and accessible.
2. The local population grows, works locally and engages with the town.
3. Locals and visitors are attracted to the town centre, visiting more, spending more time there and money.
4. Improved buildings and visual amenity of the town making it more attractive and celebrating our built heritage.

2.3 Opportunities

Eltham has significant potential due to its proximity to the surrounding natural landscapes of forests, lakes, rivers and its distance to the mountain. The following opportunities were raised during the community consultation;

- The town centre has good bones and structure to be a great place to gather with cafes, retail and specialty cheese
- Bridger Park could be a nice place to stop and eat lunch and a place for kids to play
- A cluster of antiques and second hand shops attract people to stop, explore and walk the streets
- In summer time people do stop to browse, however the corner edges of the streets need to be opened up to encourage people to gather
- A town square would provide a focal point for the community to gather
- Rotokare Reserve and Wildlife Sanctuary is a successful drawcard to the area for nature lovers and bird watchers
- Planting and street trees that reflects the local identity and forest ecology
- Showcase local food and products in the town centre.



Eltham Township Key_

- Connecting roads to rural towns
- - - 400m walking distance
- Town Centre

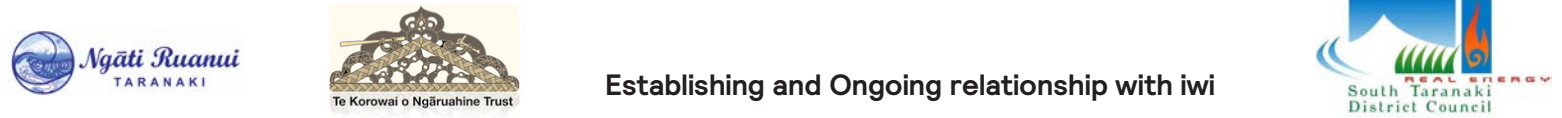
- 01 Fonterra Brands
- 02 Cheese Bar
- 03 4 Square
- 04 Library
- 05 Toilets

- 06 Bridger Park
- 07 Eltham Town Hall
- 08 Municipal Building
- 09 Coronation Hotel
- 10 TSB

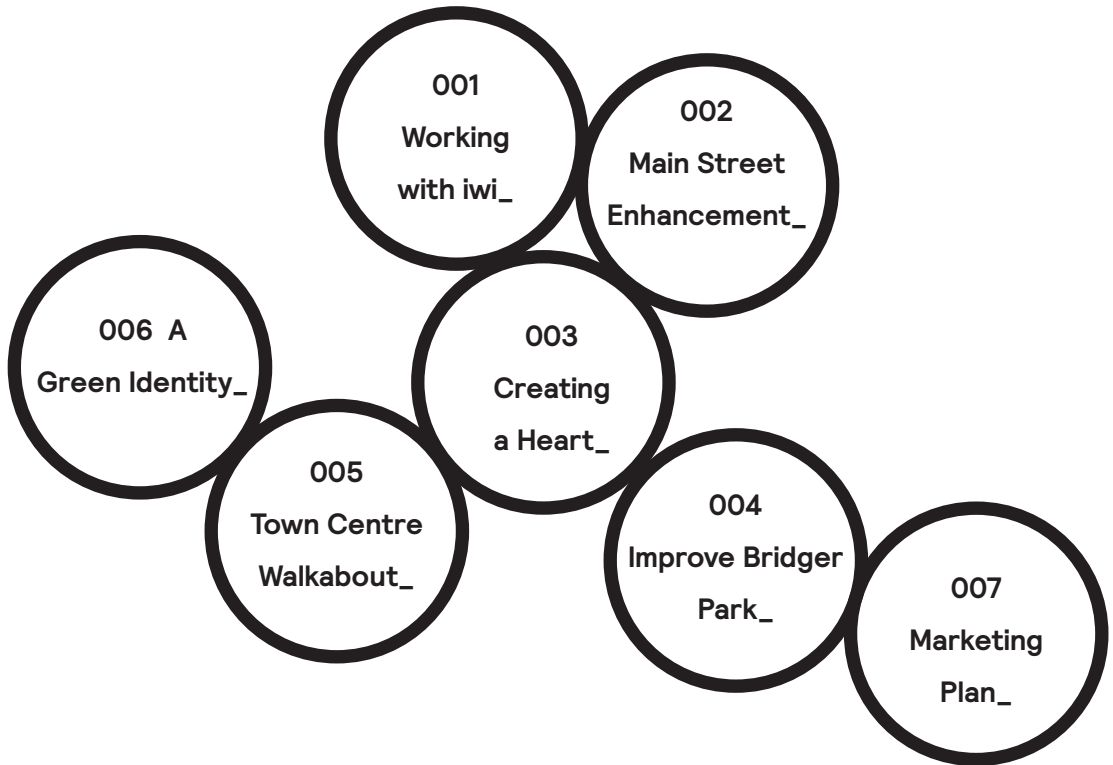
- 11 RENCO
- 12 Kindergarten
- 13 Eltham School
- 14 Soldiers Memorial Park
- 15 Eltham Golf Course

- 16 Baptist Church
- 17 ANZCO Foods
- 18 Taumata Park & Recreation Centre
- 19 Presbyterian Camp





3.0 Vision + Key Moves



The consultation for each of the towns was undertaken using the approach and topic of ‘more people, more often for longer’

The following identifies the key design moves for the Eltham Town Centre_

- 001 Working with iwi_**
Grow ongoing relationship with the iwi.
- 002 Main Street Enhancement_**
Improving safety and amenity on the Main Street.
- 003 Creating a Heart_**
Creating a focal point for community gathering, celebration and links to the park.
- 004 Improve Bridger Park_**
Maintenance to open up and enhance the park and develop connection from Bridge St.
- 005 Town Centre Walkabout_**
Establishing a town centre walkabout as a visitor experience and local connector.
- 006 A Green Identity**
Enhance the sustainable and green identity of Eltham through design planting and ecology.
- 007 Marketing Plan_**
Establishing a marketing plan for Eltham, the ‘Gateway to Rotokare’ to attract visitors.



Eltham Township Key_

- Create 'A Heart'
- Wayfinding Signage / Identity
- Upgrade & Enhance Bridger Park
- Gateway Entrance Improvements
- Main Street Greening + Beautification

Town Centre Walkabout

- | | | | |
|-----|------------------------------------|-----|-------------------------------------|
| H35 | Heritage Item - David Symes Office | H41 | Heritage Item - Wilkinsons Building |
| H34 | Heritage Item - Historic Trust | H43 | Heritage Item - Eltham Town Hall |
| H38 | Heritage Item - Post Office | H44 | Heritage Item - Municipal Building |
| H39 | Heritage Item - BNZ | | |
| H40 | Heritage Item - Coronation Hotel | | |





Eltham Township Key_

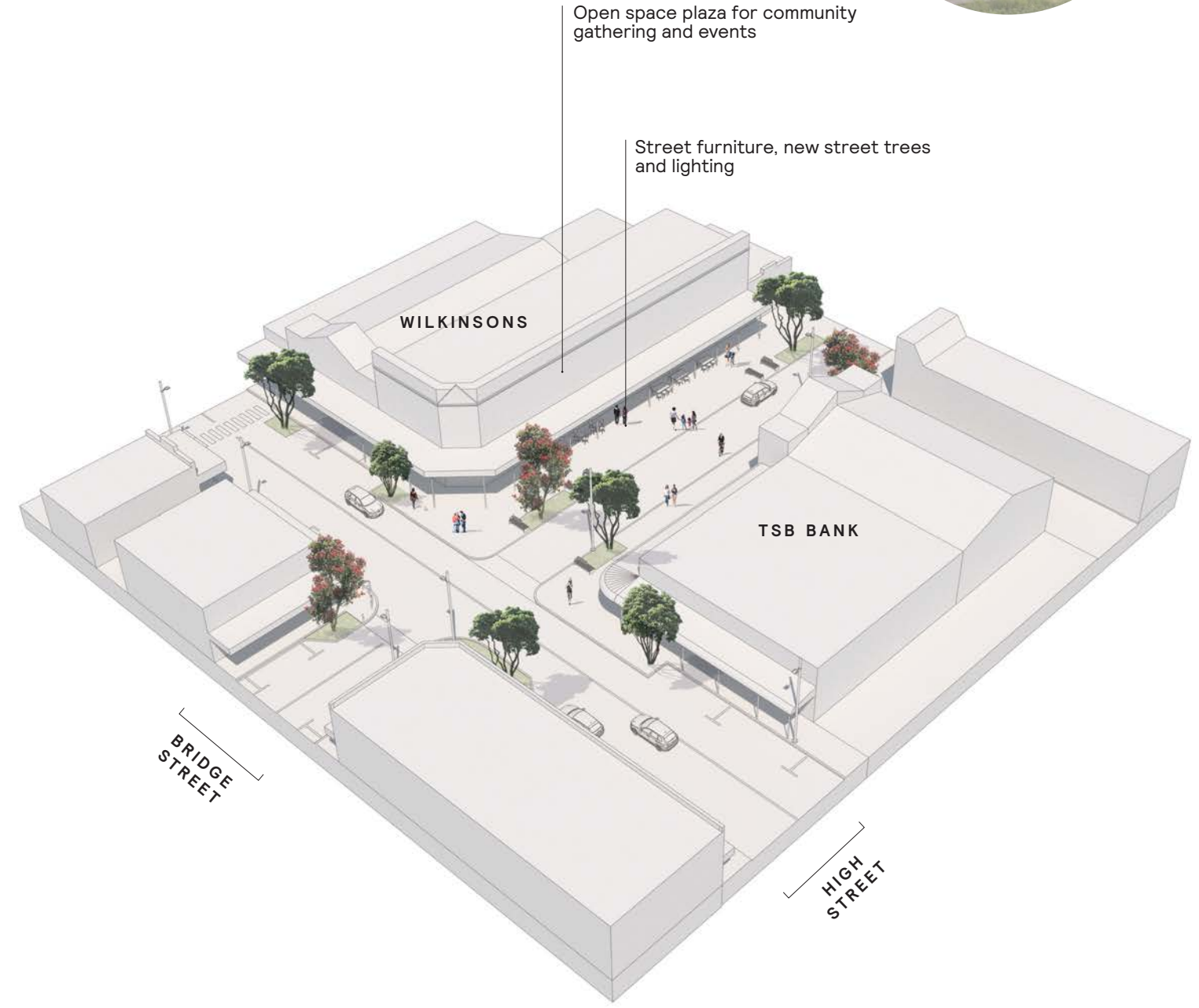
- 01 Town Centre Plaza - Town Heart
- 02 Place Making - Wayfinding / Signage / Identity
- 03 Main Street Greening + Beautification
- 04 Main Street Safety + Amenity
- 05 Connect Main Street to Bridger Park



1:1000@
A3

AA_ Town Centre Zone

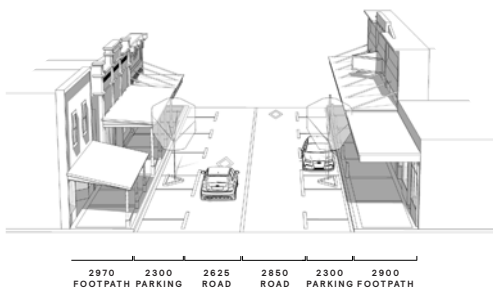
Create a ‘Heart’ for the town centre by developing a new open space plaza for the community and visitors to gather, celebrate and hold events. Implement minor carparking changes and amenity improvements, urban furniture, trees and lighting_



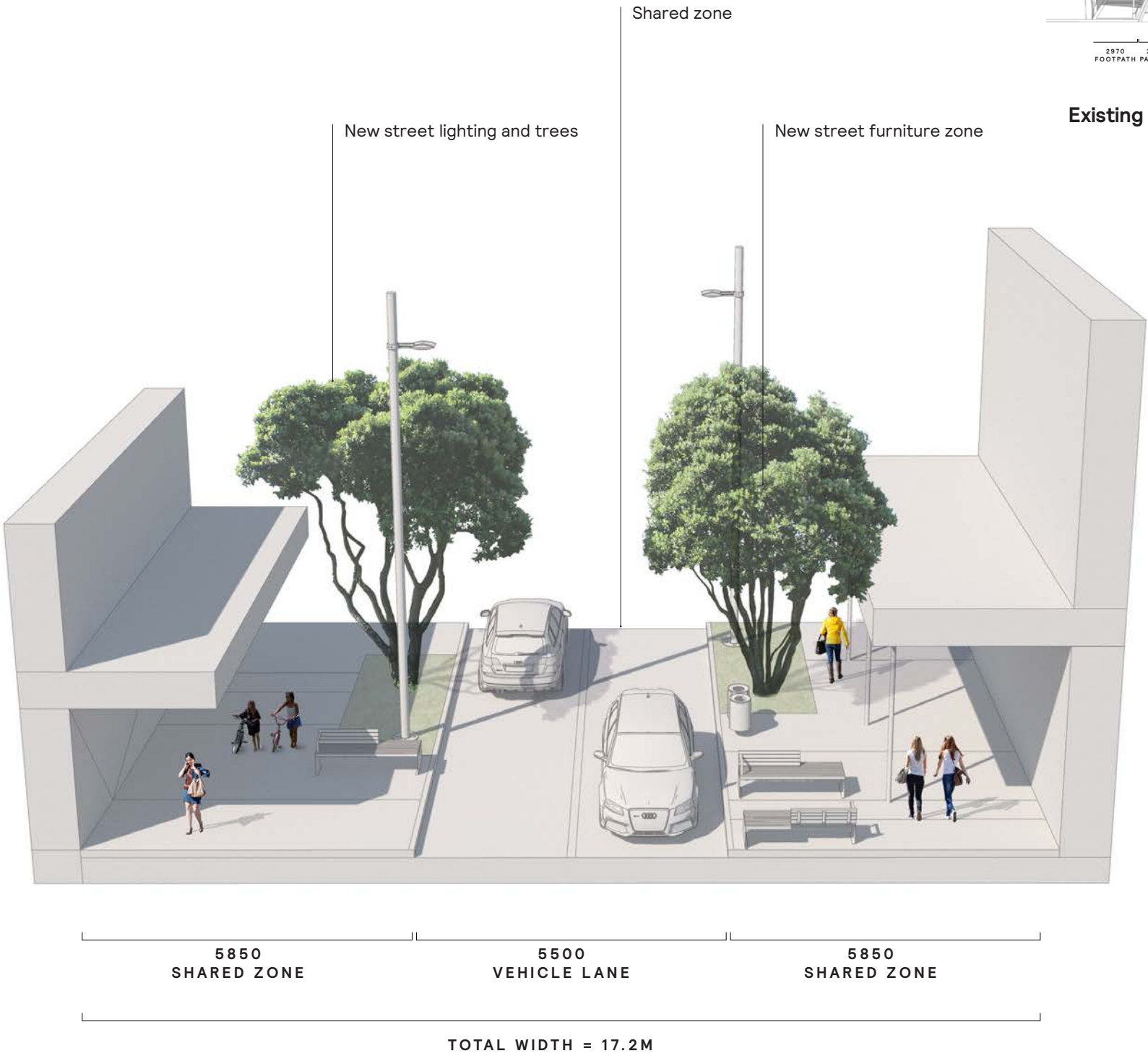
Proposed Street Cross Section_

BB_ Bridge Street Plaza

Proposed plaza to create more open space for people to enjoy, feel safer and more comfortable, and a place to hold community events. Implement the narrowing of the carriageway for pedestrian safety, and incorporating urban furniture and new street trees _

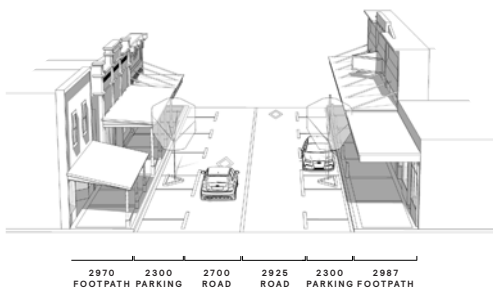


Existing Street Cross Section_

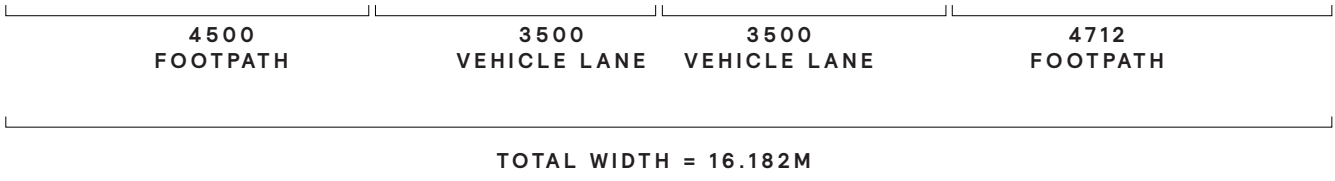


Proposed Street Cross Section_

CC_ Main Street – Bridge Street
Proposed main street enhancements to improve pedestrian safety and experience, incorporating wider footpaths, urban furniture and amenity and new street trees to enhance a green identity_



Existing Street Cross Section_



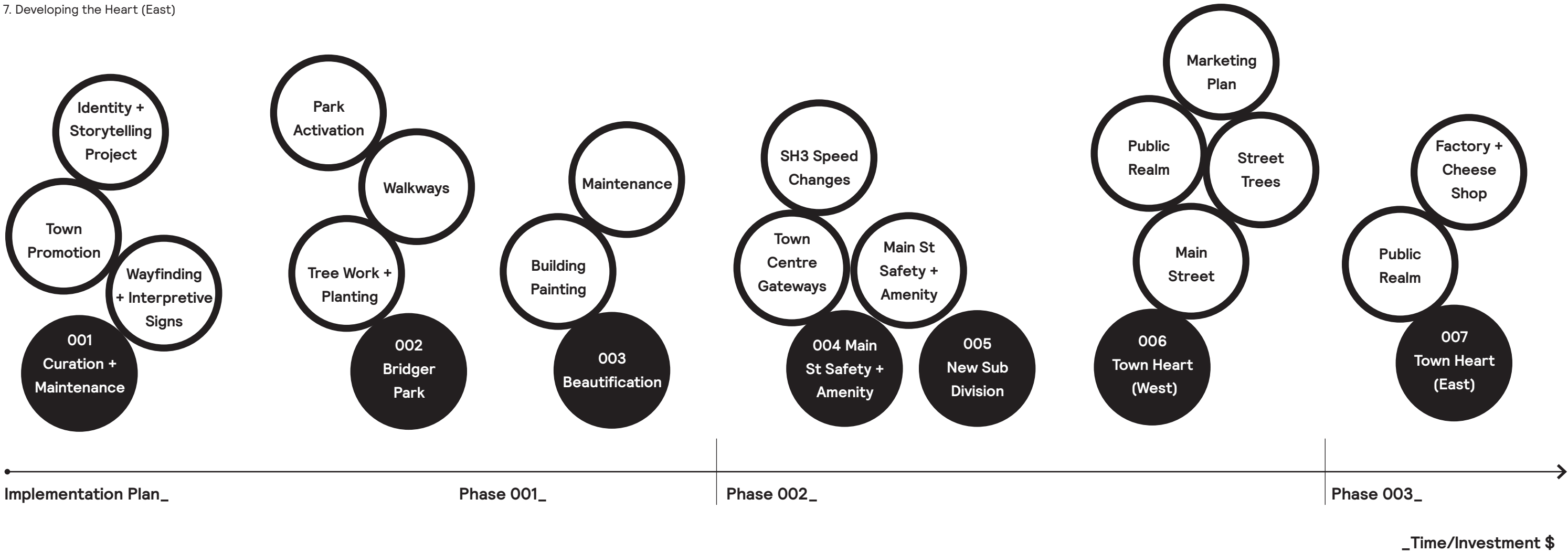
Proposed Street Cross Section_

4.0 Activation + Implementation Strategy

The Eltham implementation plan proposes staged delivery of catalyst projects over time to optimise activity synergies, value for money and uplift.

The priority projects identified from community consultation were;

- 1. Place Making and Curation
- 2. Bridger Park Enhancements
- 3. Town Beautification/Painting
- 4. Main Street Greening and Gateways (SH3)
- 5. New Subdivision
- 6. Developing the Heart (West)
- 7. Developing the Heart (East)



4.0 Design Interventions

The following identifies the key design interventions and projects that will contribute to the implementation and delivery of the town centre masterplan for Eltham_

Soft Infrastructure

A_ Promotion of Eltham_

Town Centre promotion and visitor information. Web based and online. By and with STDC. Regional Tourism linkages – Venture Taranaki. Buy local initiative. Promotion of what we are.

B_ Engagement with Business Association_

Closer engagement with Town Business association.

C_ Community Storytelling Project_

Establishment of a community-led storytelling project to inform real town history and identity.

D_ District Plan Changes to Support Change

Review and amend District Plan changes that enable development, residential intensification and/or subdivisions.

E_ Regional Cycleway

Regional cycleway with coast reference.

F_ Place Making and Activation

Develop a place making and activation strategy for the town (and region) that builds on existing key events and activities.

G_ Parking and Traffic Enforcement

Better enforcement of traffic speed and parking requirements to improve speed and behaviour

H_ Developing Social Connections_

Enhancing and activating connections for sporting, cultural and youth activities between all South Taranaki Towns

Phase 001 (1 –2 years)

100 Main Street Amenity Enhancements_ Implement main street carparking changes, street tree planting and minor amenity improvements. Thinning out trees to see in and see sun. Widen footpaths and safer crossings. Intersection enhancements.

101 Wayfinding Project_ Town wayfinding project to define town centre and key connections to destinations and attractions.

102 Enhance Bridger Park_ Maintenance to open up park, improve access, develop entrance from Bridge St and connections from ‘the heart’ of the town

103 Investing in a Town Centre Walkabout_ Developing the existing Town Centre walkabout as an attraction and experience.

Phase 002 (2 – 5 years)

200 Town Centre Gateways_ The Town Centre arrival and gateway improvements.

201 State Highway Speed management_ ROAD TO ZERO Liaison with NZTA to implement Safe Highways changes to the town centre and main street to support slower speeds and enhanced safety. 30-50km zone.

202 Creating the Heart (West)_ Develop a new open space for community gathering and celebration at the heart of the Town Centre. High St, Bridge St and King Edward Street.

203 Main Street Greening_ Main Street (East) planting and ecological strategy implemented for the main street to reflect ecological and identity of town themes.

204 Building Improvements_ Develop identity/design guides and implement building painting/canopy/frontage improvements.

205 Investing in Buildings_ Contribution to improving historic stock

206 Subdivision_ Plan change and district plan changes to enable sub-division.

207 Eltham Marketing Plan_ Develop ‘Gateway to Rotokare’ to attract visitors and promote local activities

Phase 003 (5–10 years+)

300 Information Centre_ Investigate opportunities and avenues for providing visitor information.

301 Civic Buildings_ Consider the development of a new Library to enhance visitor and local experience.

302 Public Art_ Develop a signature public art intervention for Town Centre

303 Creating the Heart (West)_ Develop a new open space for community gathering and celebration at the heart of the Town Centre. High St and Bridge St.

304 Main Street Greening (West)_ Main Street planting and ecological strategy implemented for the main street to reflect ecological and identity of town themes.