

CITY CENTRE FRAMEWORK FOR PALMERSTON NORTH



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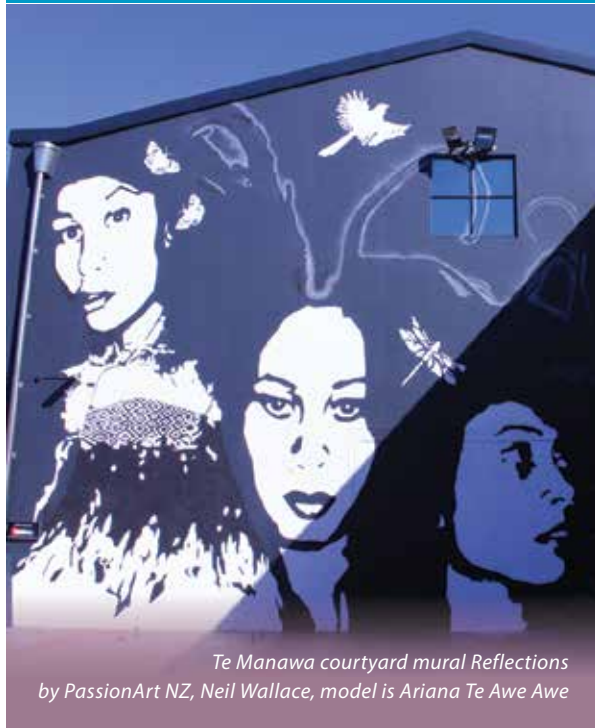
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Butterfly pond, The Square



*Te Manawa courtyard mural Reflections
by PassionArt NZ, Neil Wallace, model is Ariana Te Awe Awe*

The City Centre Framework (CCF) is an initiative from the Urban Design Strategy. The Strategy identified priority areas to focus on. These were the city centre, the Manawātū River, street design, structure planning of growth areas, embedding design criteria in the District Plan, and placemaking.

Introduction

The CCF coordinates public and private investment and identifies strategic development sites within the city centre. The combination of the new central Business Zone provisions in the District Plan and the CCF creates a holistic approach to managing and developing Palmerston North's centre. While the CCF is focused on medium to long term investments it also provides context and guidance to the city's placemaking initiative. Placemaking allows urban interventions to be prototyped, tested, and experimented with a low-cost, rapid, and easily-reversible manner prior to larger investments.

All cities are made and re-made over time, experience growth and decline, and are a product of varying mixes of public and private investment over their history. The centre of a city is where culture, business, leisure, and social opportunities come together, where most civic institutions are located, and where most people experience and gain their image of a place. The invention and reinvention of city centres is an ongoing project, and one that is never finished.

Palmerston North's challenge - as with all cities - is how to maximize the coordination of investment and resources to make a place that is lively and stimulating for residents and visitors. Yet, this also needs to be done in creative and unique ways to differentiate the city from others. A unique and attractive city centre will be a vital piece of the package to enable Palmerston North to compete for talent and resources.

Palmerston North has made great strides forward with successful actions such as the redevelopment of The Square, and development of the City Library and The Quarter¹, yet there remains much to do.

Aims of the City Centre Framework

To communicate a clear and coherent vision for development in the city centre that allows private investors to leverage off planned Council spending.

To identify strategic development sites and the opportunities associated with each site.

To coordinate public investment in the built environment, streets, and open spaces in the city centre.

To provide the key directions for how public investment shall be designed and undertaken with every city centre project.

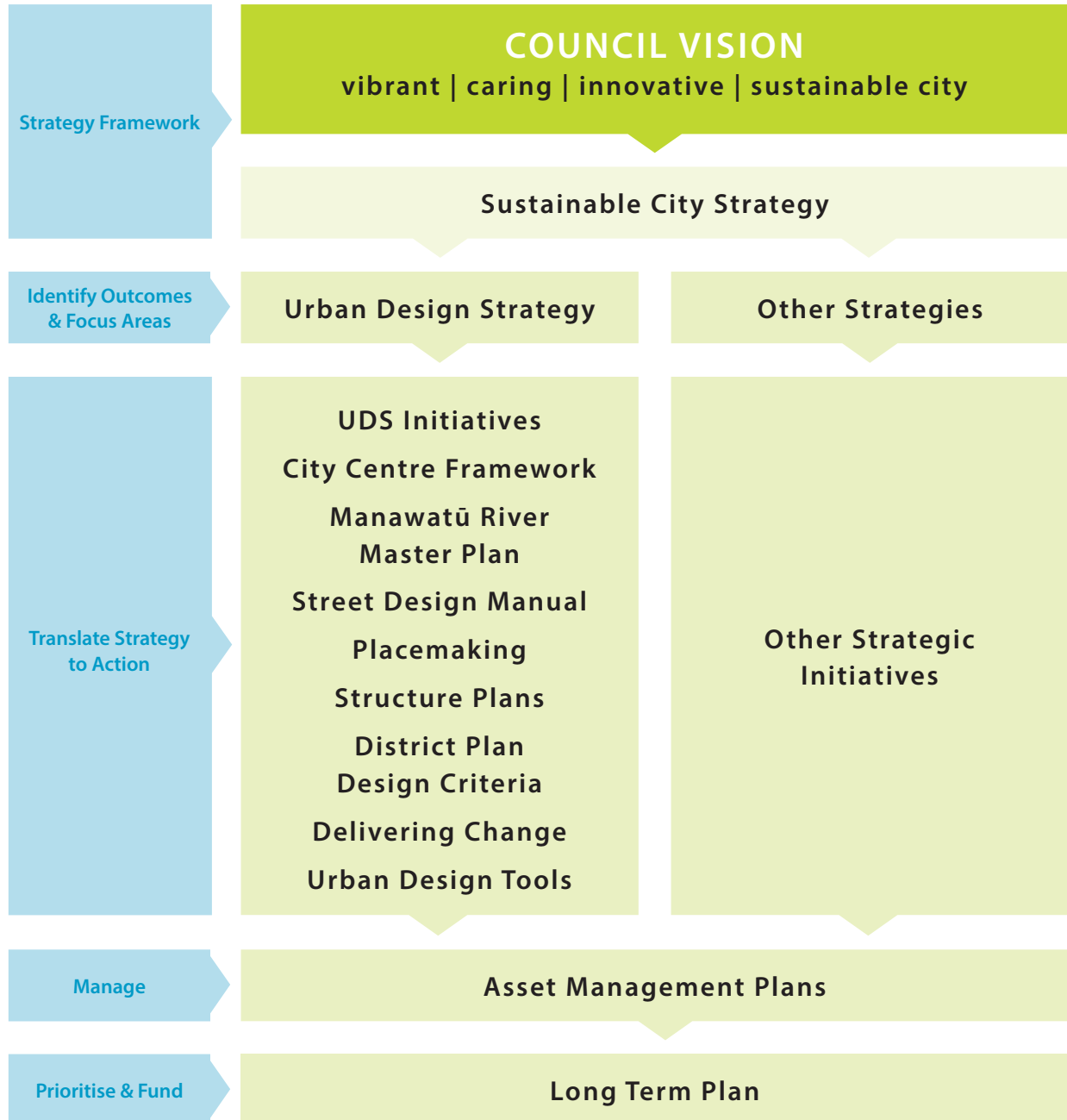
¹ The Quarter is referred to as the 'cultural precinct' in strategic documents. Through Council's placemaking initiative in 2012 retailers and business owners in the area named the district and defined it as "a block or so around George Street and Coleman Place".

Status of the City Centre Framework

Palmerston North is well placed to be a sustainable city, but for the city to be recognised as a vibrant, caring, innovative and sustainable city it needs to change dramatically.

The Sustainable City Strategy sets out a framework that allows this change to happen. The purpose of the Sustainable City Strategy is to ensure linkage between the Council goals in the Long Term Plan, the work of individual units within the Council and the Council's aspiration for Palmerston North to become a sustainable city. The strategy identifies key drivers that impact on environmental, economic and social development in the city.

The Urban Design Strategy is a significant component of the Sustainable City Strategy. It provides direction to much of the activity in the city, such as the design of public places, new subdivisions and redevelopment of unused or vacant sites. In addition, the Urban Design Strategy supports co-ordinated action on public transport, climate change and other multi-faceted action areas.





Collates the strategic intent, the key directions, and applies them spatially

Informs design and location of City Centre developments

Illustrates the physical qualities of the City Centre

- WHEN THE CCF WILL BE USED**
- Private Development
 - Council Projects
 - Resource Consents
 - Street Renewals & Upgrades
 - Placemaking
 - Asset Management Plans
 - Long Terms Plans
 - Events

- WHO SHOULD USE THE CCF?**
- Property Developers
 - Property & Land Owners
 - Consultant & Council Engineers, Designers & Planners
 - Asset Managers & Cultural Staff
 - Retailers & Businesses
 - UCOL, Massey University
 - NZ Transport Agency
 - Safety Advisory Board
 - Destination Manawatu & Vision Manawatu



Pou in Te Marae o Hine

Other strategies are integrated with the Urban Design Strategy through the strategic framework. The CCF will deliver action that is directly related to the Safe City, Arts, Recreation, Biodiversity, Economic Wellbeing, Social, and Parking Strategies.

The CCF is one of eight urban design initiatives. The CCF translates strategy outcomes into a cohesive vision that will be prioritised and funded through Long Term Plans, and integrated into asset management.

The CCF provides the context and illustrates relationships for city centre developments based on the built environment, the open spaces, and streets. These are termed the Key Elements. The CCF also outlines Key Directions for how public investment is undertaken and describes catalyst actions.





Bethesda Lane in Bethesda, USA

Context

Three factors underlie the approach to developing the city centre. These are working with the human dimension, treating the city centre as a destination, and focusing on emotional attachment to a place.

The Sensory Experience

The human dimension is the universal starting point to build cities for people. Building a city that caters to people is the most efficient and low cost investment a city can make to meet four goals – a lively, safe, healthy and sustainable city. The elements that are a consistent starting point for design are that people “have walking, a sensory apparatus, movement operations, and behavior patterns in common.”² These factors have often been neglected at the expense of good conditions for people to engage in city life. With the overwhelming pressure to develop cities to accommodate traffic the human dimension has often been of secondary importance. In future, understanding and working with these human elements at the earliest stages of design will be a pre-requisite for city centre development.

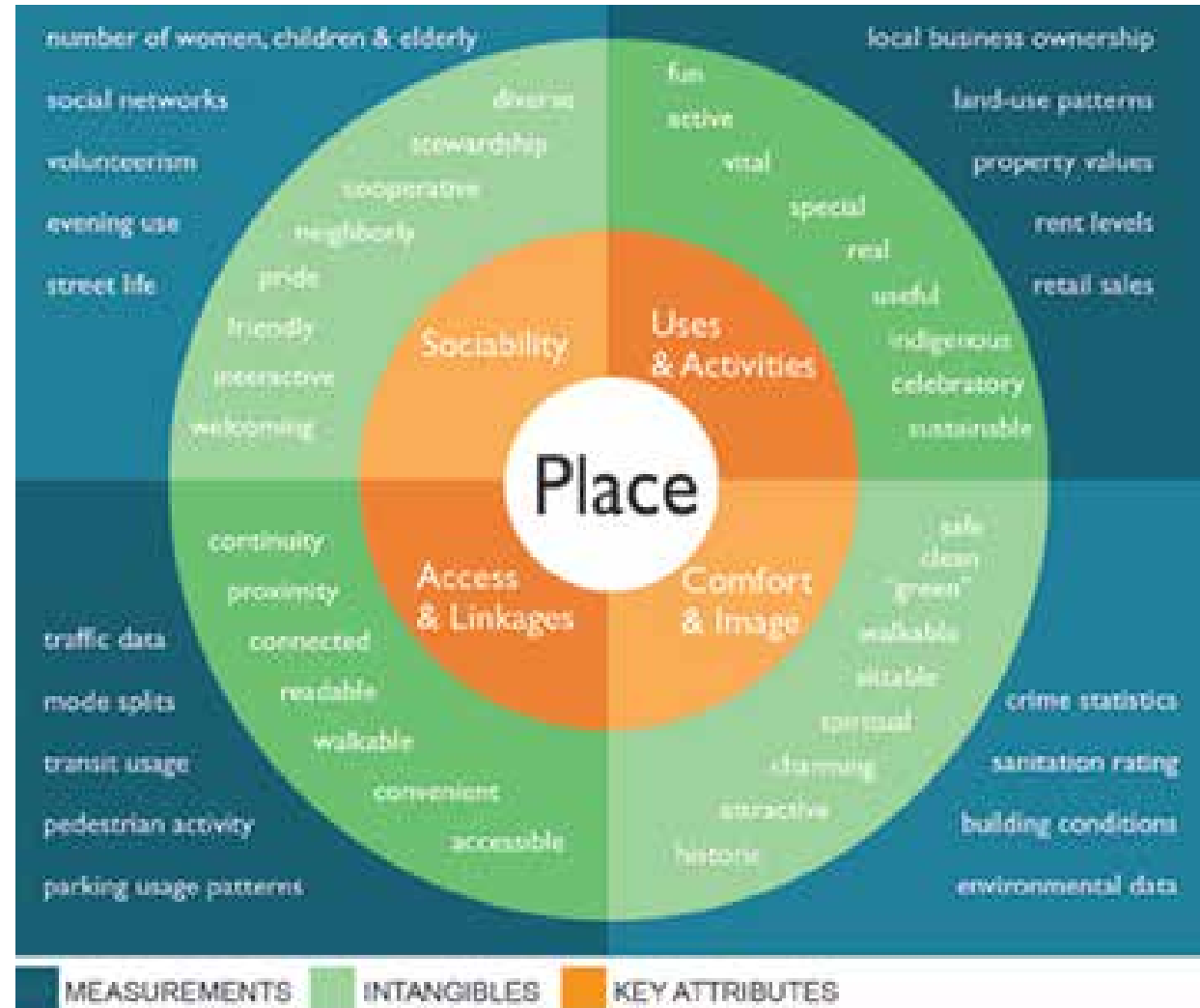


Colourful planting and a dynamic sculpture, Main Street West

² Jan Gehl – Cities for People p229



What Makes a Great Place?



©2005 Project for Public Spaces, Inc. USA

Building the City Centre to be a Destination

The second factor is to build the city centre around a series of 'places'. Application of the "Power of Ten" concept from Project for Public Spaces³ provides a simple mental model to illustrate how to create a vital and engaging city centre. This concept frames the city centre as a destination. Within a destination there needs to be 10 or more great places, and at each place there needs to be 10 or more things to do or reasons to be there.

The "What makes a great place" diagram is also used as a model for holistic thinking about creating places. Project for Public Spaces provide this definition of placemaking:

"Placemaking is a multi-faceted approach to the planning, design and management of public spaces. Put simply, it involves looking at, listening to, and asking questions of the people who live, work and play in a particular space, to discover their needs and aspirations. This information is then used to create a common vision for that place. The vision can evolve quickly into an implementation strategy, beginning with small-scale, do-able improvements that can immediately bring benefits to public spaces and the people who use them."

The Placemaking initiative from the Urban Design Strategy allows Council officers to engage and work on all scales of development in the city centre, to simultaneously work on the long-term and short-term, and most importantly the hardware and software of a place. This is achieved by face-to-face and ongoing interactions that build relationships and allow an ongoing conversation to take place with stakeholders in the city centre.

Recent examples of placemaking in Palmerston North are the creation of Little Cuba⁴, the transformation of car parks to parklets for people on George Street, and the chess board and bistro style chairs and tables by the Butterfly Pond in The Square.



Love the City

The final factor is to cultivate emotional attachment to the city centre. Emotional attachment matters because a high level of community attachment is correlated with stronger local economic performance⁵. A city's most attached residents have pride in their city, a positive outlook for their city's future, and a sense that they fit in the place. These people are less likely to leave than less-attached people. The three factors which drive emotional attachment to place are:

- Social offerings – places to meet each other and a feeling that people in the community care about each other.
- Aesthetics - the physical beauty of a place, including the availability of parks and open spaces.
- Openness – how welcoming the community is to different types of people, including families with young children, minorities, and talented university graduates.

The city centre is where all three of these factors come together and where a lack of any of them is most conspicuous and derided, and when they are present are enjoyed and celebrated. Future investment in the city centre will be valued and undertaken with a clear knowledge of why quality development is critical to the future of Palmerston North. In essence, a focus on emotional attachment to the city should create a virtuous cycle where people love the city and in turn make it an even better place.

3 www.pps.org

4 The intersection of George Street, Taonui Street, and Cuba Street

5 www.soulofthecommunity.org

Delivering on the Urban Design Strategy

10 The Urban Design Strategy presents a vision for the physical development of Palmerston North to transform the city into a vibrant, caring, innovative, and sustainable city.

The following Urban Design Strategy drivers and sub-drivers are most relevant to the CCF. The City Centre Framework applies the strategic drivers with spatial mapping to create Key Directions which show how and where to undertake developments in the city centre.

DRIVER	SUB-DRIVER
PUBLIC REALM	<ul style="list-style-type: none"> Making places people-friendly and inviting Ensuring coherency in design Actively managing and maintaining the city's public spaces Welcoming and Memorable entrances to the city Creating a vibrant city centre
DIVERSITY	<ul style="list-style-type: none"> Promoting a mix of uses Vibrancy – lots of things going on Vitality – people on the streets Versatile and adaptable buildings and spaces Providing choices of living spaces and lifestyles
CONNECTIVITY	<ul style="list-style-type: none"> Well-connected multipurpose streets and spaces Easy way finding Easy access to transport and facilities
CHARACTER	<ul style="list-style-type: none"> Creative city making Expression of Rangitāne culture in the city Strengthening the city's identity and culture Active promotion of heritage, key buildings and places Celebrating iconic architecture
ENVIRONMENTAL	<ul style="list-style-type: none"> Investing in biodiversity and green infrastructure Low-impact urban drainage systems

The Urban Design Strategy identifies these specific sub-drivers for the city centre

Creating a vibrant City Centre



The city centre is a vibrant, walkable, social, safe, and inviting destination that attracts people and investment.

Coordinated Council, public, and private development supports continuous improvement of the quality of the city centre.

The city centre has:

- wider footpaths
- human-scale buildings, street trees, and street furniture
- slower traffic
- more places to sit
- more pedestrian links
- vibrant lanes
- public art
- attractive lighting

The city centre streets display a clear change in context from the main entrances to the city and the ring road.

Welcoming and memorable entrances to the City



The four main avenues into the city and the urban ring-road create a good first impression through:

- private development contributing high quality frontages to the avenues and boulevards
- street tree planting and varied shrub planting
- lighting
- public art
- street furniture
- provision for all users

The airport, bus facilities, and rail station and routes to these.



1878



1909



1907



1917



1926



1957

Pre-European History

Pre-1840s

Rangitāne lived in the region for hundreds of years. The Manawatū region and its landscape has extremely high spiritual, cultural, and customary value.

1820s and 30s see a period of change with inter-tribal conflict and growing social and economic change faced by beginnings of Pākehā influence.

Strong iwi leadership creates bridges into the modern world by forging alliances with Pākehā while continuing to hold fast to Rangitāne tradition and knowledge.

1850s

1858 Ownership of the block of land known as Te Ahu-a-Turanga settled in favour of Rangitāne. Rangitāne subsequently offer sale to the NZ Government.

1860s

1864 Rangitāne negotiations on land sale to NZ Government completed.

1866 Township laid out on northern side of Manawatū river, named Palmerston. First road lines cut through forest and the first Pākehā settlers arrive in the township.

1870s

1877 Borough of Palmerston North incorporated. Population 800.

1878 Name of Te Marae-o-Hine bestowed upon The Square.

Landscaping of The Square begins.

The Council starts raising a loan of £10,000 for necessary public works (e.g. street construction and stormwater drainage).

The Council purchases the Public Hall.

1879 Borough Council takes over the responsibility for the provision of public library service.

1900

1905 The Borough Council occupies the Municipal Building on the corner of The Square and Church Street West.

Opera House opens.

1907 Rangitāne iwi gifts Te Peeti Te Awe Awe statue in The Square to the Council.

1909 Opening of the "lakelet" in The Square.

1910s

1917 Public swimming baths open in Ashley Street.

1920s

1921 The Council establishes a bus service, thus ending the electric tramway debate.

1926 The War Memorial dedicated in The Square.

1928 The Council donates land to Massey Agricultural College to ensure that the institution is located close to the town.

1930s

1930 City of Palmerston North incorporated.

Population 20,000.

1938 "Free" public library service initiated.

1940s

1945 The City Council administration moves to new Municipal Building (Square Edge).

1950s

1955 Ratepayers support loan for airport development.

1957 Hopwood clock tower presented to the city.



1962



1979



1981



2000



2005



2011

1960s

1962 Sam Mihaere, the first Māori councillor, and Julia Wallace, the first woman councillor, are elected to the Council.

1964 Last train passes through The Square.

1965 Public library moves to a new building on The Square and Main Street.

1969 Reynolds Plan to develop the railway land and The Square made public.

1970s

1977 New art gallery opens.

1979 First City Council meeting in the new, five-storey administration centre ("Elwood's battleship").

1980s

1980 Convention Centre opens.

1981 Manawātū Sports Stadium ("Rainbow Stadium") opened by Prince Charles.

Square Edge restored as a community arts centre.

1982 Globe Theatre complete.

1986 New grandstand opens at the Showgrounds.

1990s

1990 Celebration 150 year anniversary of Treaty signing at Te Marae-o-Hine. Commission and construction of major Rangitāne cultural installation.

1994 Te Manawa Complex opens (Science Centre/Museum).

Broadway Avenue upgrade completed.

1995 George Street upgrade complete.

1996 Merger between Electro Power and Central Power proceeds (\$70,000,000).

New City Library opens in old "Rosco"/DIC building.

Coleman Place upgrade complete.

1998 Regent Theatre opens after extensive renovation.

1999 King Street upgrade complete.

2000 -

2000 The Square redevelopment approved by Council.

A two-week festival of stone carving held in The Square with pacific sculptors to create the PRIME sculptures (Pacific Rim Millennium Exhibition).

2001 The Square development delayed.

Skate Park opens on Railway Land.

2002 Convention Centre upgrade complete.

Arena 4 opens.

City Council approved the sale of part of Railway Land to The Warehouse.

2004-2007 The Square redevelopment.

PRIME sculptures installed in The Square.

PN Sculpture Trust begins 10 year programme of commissioning public sculptures.

2008 South-west side of Square redevelopment complete.

2008-2010 Major redevelopment and expansion of the Plaza shopping mall on South-east side of city centre.

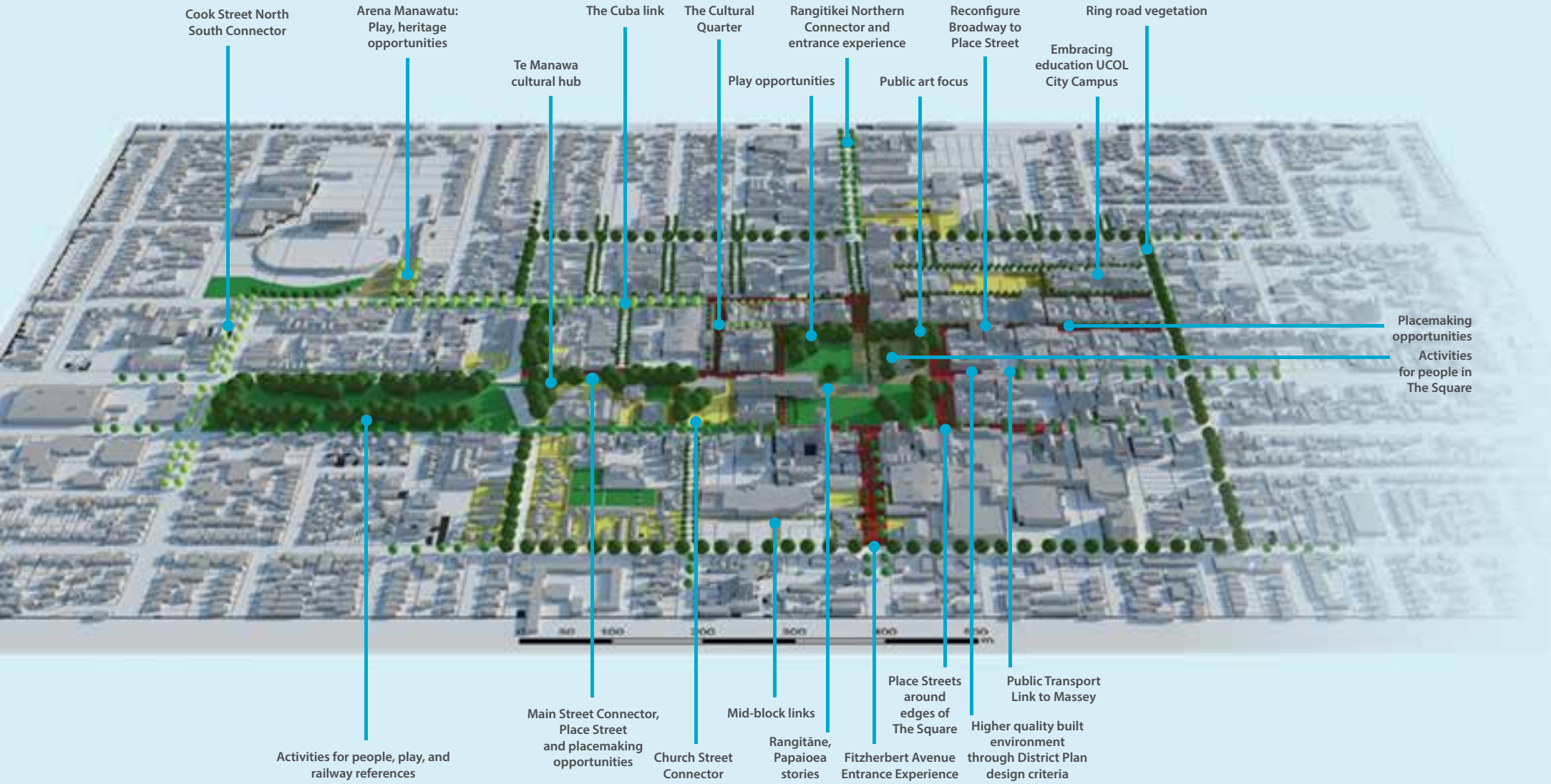
2011 Te Manawa redevelopment and relocation of NZ Rugby Museum.

Community House completed on King Street.

THE FRAMEWORK

Place Streets
 Strategic Development Sites

 Vegetation Framework



Key Directions

The proposed 10 Key Directions (KDs) provide a strategic, 'high level' approach to guide existing and future initiatives within the city centre.

These KDs help articulate the aspirations and intent of the Urban Design Strategy and help define how the city centre can contribute to create a vibrant, caring, innovative and sustainable city.

The KDs play an important role in communicating the content and actions that fall from the CCF.

Each KD provides a vision statement, useful background about the KD and how it relates to the Urban Design Strategy and other council strategies, and illustrative diagrams and visuals that describe the intent.

Each KD lists a number of important catalyst actions and ways forward for how to deliver the KD.

Delivering these 10 KDs will deliver the CCF.

KD1 STREETS FOR PEOPLE
KD2 CONNECTORS
KD3 NATURE IN CITY
KD4 EMBRACING EDUCATION
KD5 INTEGRATING ARTS
KD6 CITY OF CULTURE
KD7 PLAY IN THE CITY
KD8 ACTIVITY FOR PEOPLE
KD9 ENTRANCE EXPERIENCE
KD10 MEMORIES, STORIES & HERITAGE



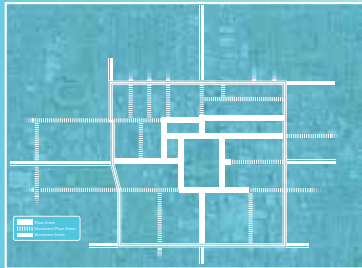
Summary of Action

16

CCF FOR PALMERSTON NORTH

[key directions | summary of action]

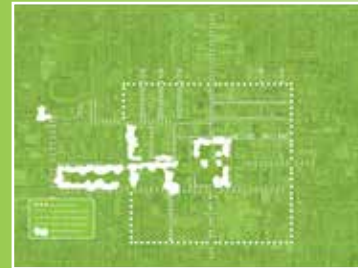
KD1 STREETS FOR PEOPLE



Address the vehicular/pedestrian balance, putting people first in the city centre

- Movement and place approach
- Strengthening the city heart by putting people first
- Consistency in street design

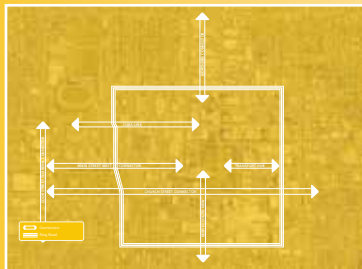
KD3 NATURE IN THE CITY



Enhance, create and sustain green infrastructure in the city centre

- City centre vegetation framework
 - Ring road vegetation
 - Cuba Street Boulevard
 - Large scale vegetation
 - Small scale vegetation
 - Informal vegetation

KD2 CONNECTORS



Enhance the East-West and North-South streets to provide better connections and character to the city centre

- The Cuba link
- Main Street West Connector
- Cook Street North South Connector
- Church Street Connector
- Northern Connector (Rangitikei Street)
- North South View
- The Ring Road

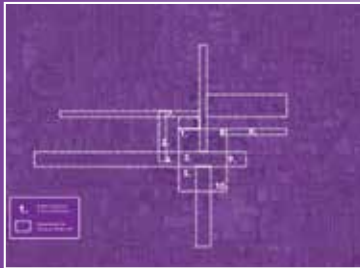
KD4 EMBRACING EDUCATION



Provide opportunities for educational institutions to play a crucial role in the form and function of the city centre

- Student realm
- Massey Public Transport link
- UCOL's City campus

KD5 INTEGRATING ARTS



Harness the wealth of creative talent, building a creative infrastructure in the city centre

- PN Public Sculpture Trust
- A focus on public art within the city centre

KD6 CITY OF CULTURE



Celebrate culture and build on the wealth of cultural assets the city has already developed

- Cultural tapestry
- Strengthening the expression of Rangitāne culture
- Te Manawa – the cultural hub

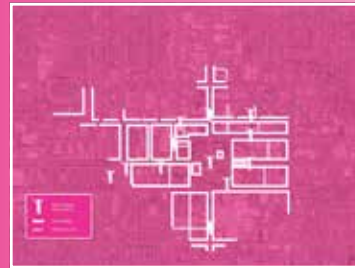
KD7 PLAY IN THE CITY



Provide a fun, welcoming, safe and stimulating environment for all ages

- Play Interventions
- Arena Manawatu
- Railway Land
- The Square

KD8 ACTIVITY FOR PEOPLE



Coordinate placemaking and event programming to enable the city centre as a 'living theatre'

- Active edges
- Placemaking opportunities
- Mid-block links

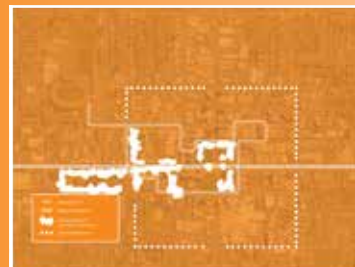
KD9 ENTRANCE EXPERIENCE



Ensure that entering the city centre is a memorable and distinctive experience

- Fitzherbert Avenue
- Cook Street
- Cuba Street
- Rangitikei Street
- Main Street and Transport Hub
- The Airport link

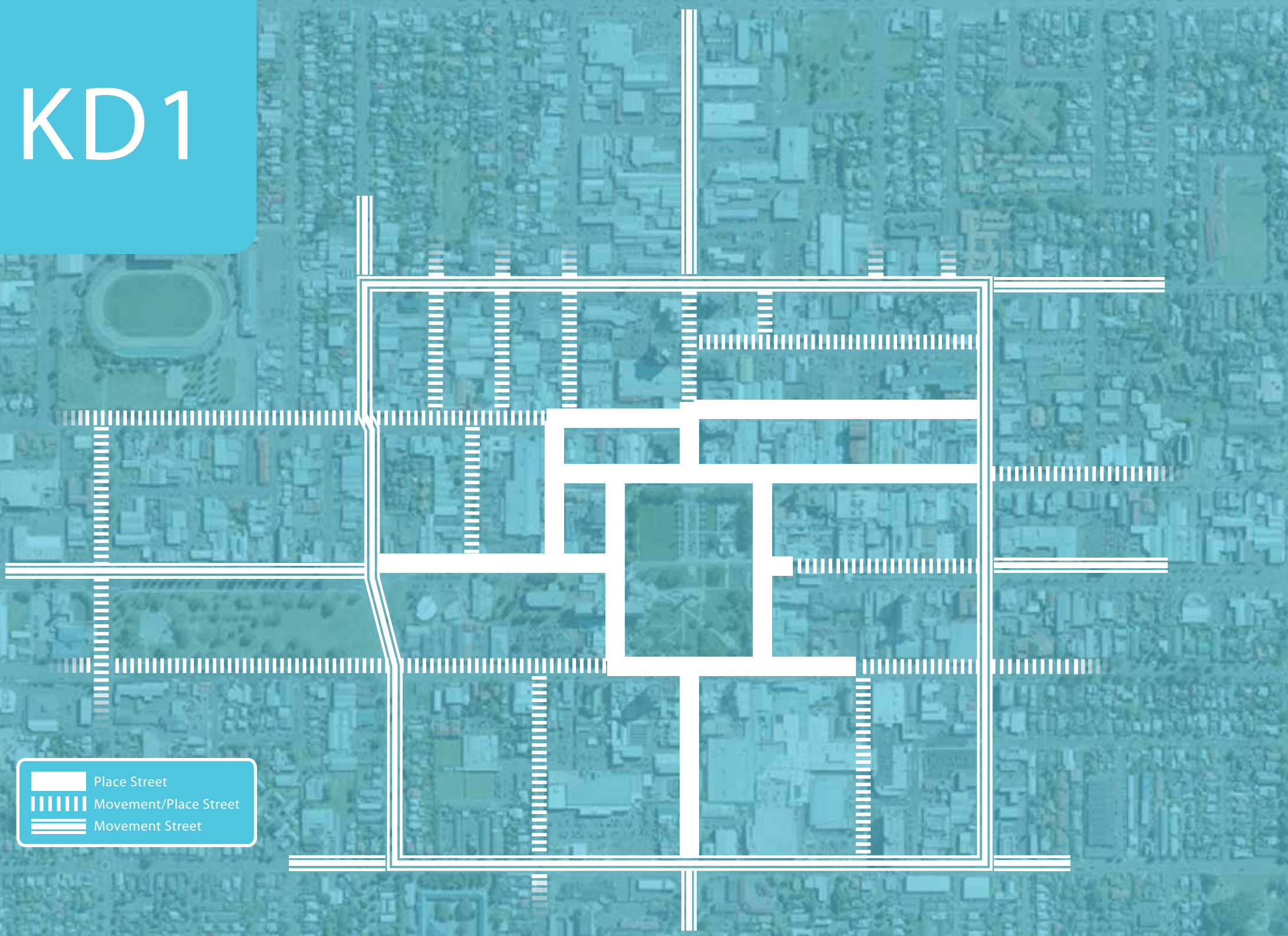
KD10 MEMORIES, STORIES & HERITAGE



Recognise and give greater prominence to our shared Rangitāne and European heritage

- Rangitāne
- Te Marae o Hine
- Papaioea references
- Heritage Trail
- Railway references

KD1



- Place Street
- Movement/Place Street
- Movement Street

Streets for People

Vision

To provide a balance for all street users and aesthetics, putting people first in the city centre

Background

The Urban Design Strategy makes reference to drivers, changes to be made, and urban design initiatives. These highlight the importance of our street network¹ within the city centre. Not only do streets serve as important movement corridors for vehicles, public transport, cyclists and pedestrians, but also play a crucial role in creating a vibrant, caring, innovative and sustainable city centre.

Movement and Place Approach

The CCF establishes a street network based on a movement/place approach to categorisation.

The movement/place categorisation of streets within city centres is internationally recognised. This approach can shift the emphasis of the roading network being solely focused on 'movement' to give greater recognition that streets are a key component of the public realm and a major influence on the economic viability of city centre streets.

Place Streets

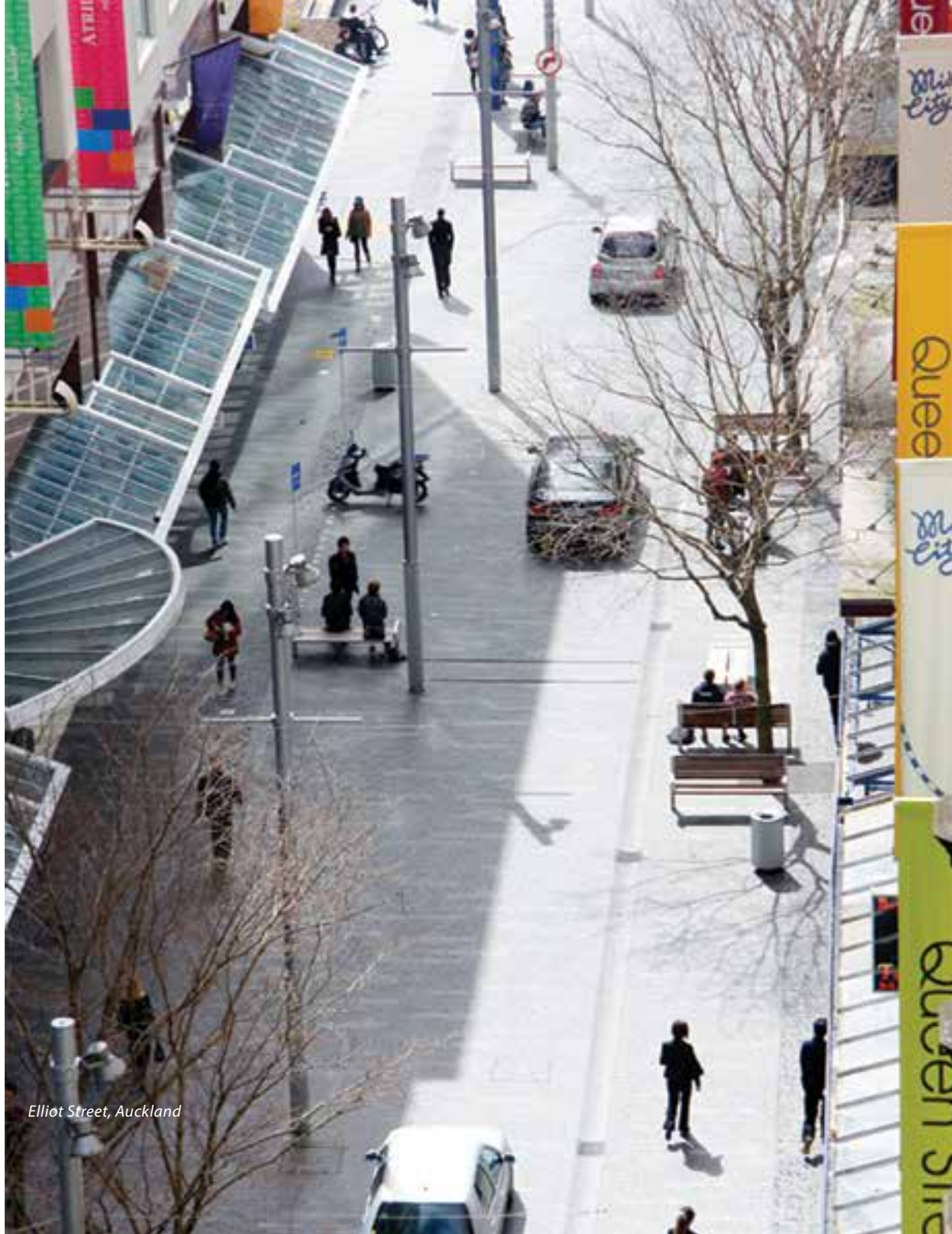
- A destination for people day and night - residential/retail/commerce/entertainment, or activities such as meeting, resting, people watching.
- Pedestrian priority and response to the urban context takes clear precedence over vehicular movement.
- Vehicular activity largely destination orientated, not through route oriented.
- Streets which have high pedestrian use, or connect to such streets.
- Opportunity to increase pedestrian amenity through provision of more pedestrian priority space.
- Active edges, multiple building development opportunities and fine grain built form suitable for a range of activities.
- Character, human scale, and human speed.
- Low traffic volumes and speeds.

Movement/Place Streets

- Provide important city centre-wide movement and place functions for pedestrians.
- Active edges and a range of uses, the majority of which are pedestrian-based (e.g. retail, offices, dining, and entertainment).
- Key passenger transport function.
- High volumes of pedestrian and/or vehicular movements and connections to other such streets.
- Opportunity to increase pedestrian amenity through provision of more pedestrian space.
- Connect features/precincts across the city centre.

Movement Streets

- Through-movement for pedestrians, cyclists and vehicles.
- Long-term vehicular movement function, as outlined in the PNCC District Plan.
- Multiple connections to other category streets provided and enhanced.
- Less active edges and a smaller range of uses, a higher proportion of which are vehicle-based (e.g. car-parking building entrances, large format retail).
- Limited potential to develop more pedestrian space for amenity without compromising essential pedestrian/cyclist/vehicular movement function.



Elliot Street, Auckland

Strengthening the City Heart by Putting People First

There are 3 priority changes to be made to the street network to ensure we are putting people first within the city centre. These are:

1. Creating place based streets around the edges of The Square.
2. Reconfiguring Broadway Avenue as a place based street.
3. Linking Te Manawa to George Street to The Square by careful place based streetscape design.

Other changes to the street network, such as reconfiguring Cuba Street to a movement/place street will help provide vibrancy, vitality and versatile streets for people.

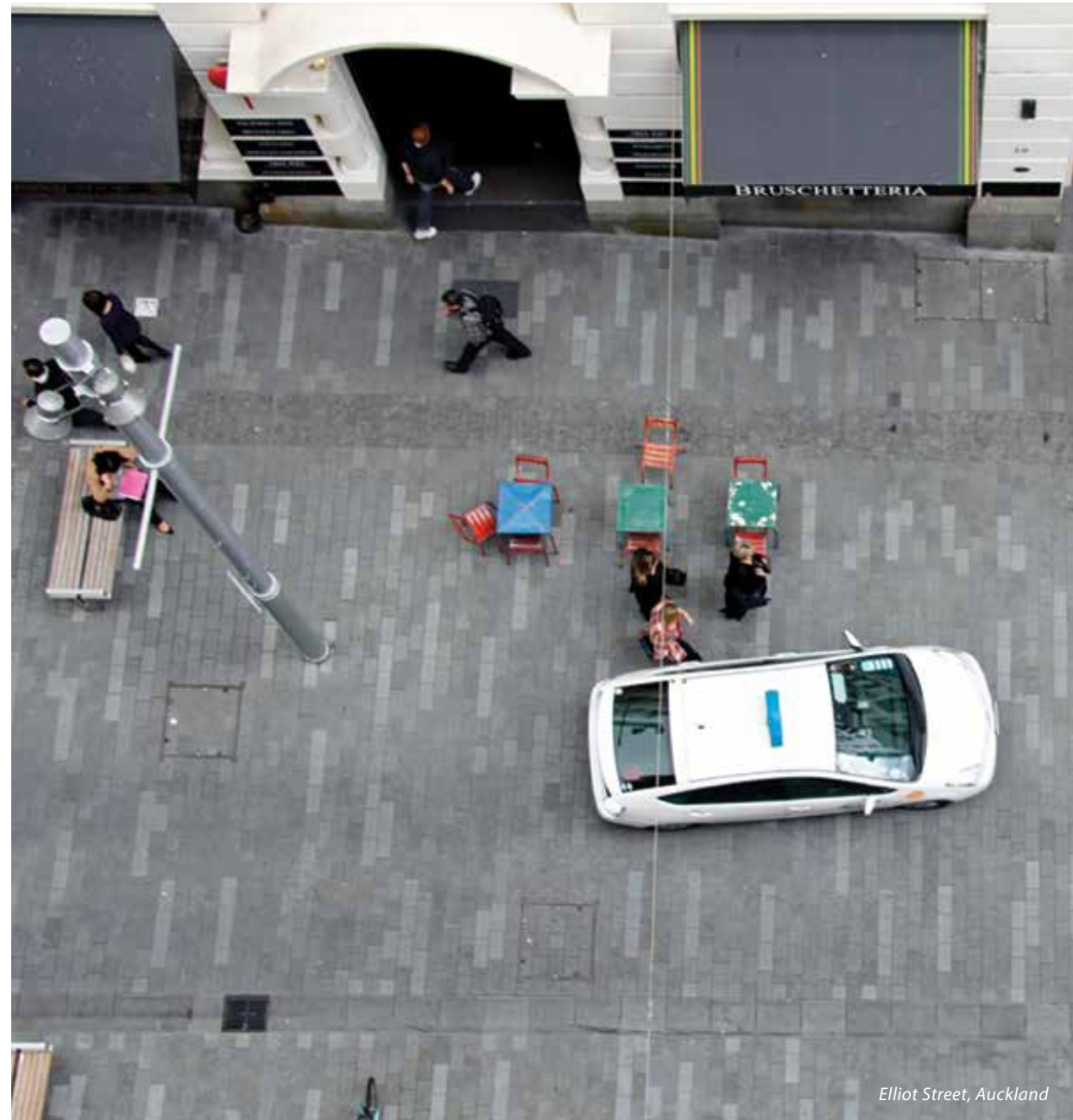
⁶ The District Plan section 20 Transportation - Map 20A.4 shows the road hierarchy classification. The District plan rules show which streets are 'pedestrian streets'. The provisions of the District Plan determine how the built environment on private land relates to pedestrian streets.

Consistency in Street Design

The CCF has been developed in parallel with the Street Design Manual (SDM) for Palmerston North. The SDM sets out the design philosophy and vision for Palmerston North streets. A set of standard designs will ensure a consistent and coherent network is designed, and assist in designing streets that balance the needs of all street users and aesthetics. The SDM also introduces the road user hierarchy into street design. The SDM consists of design principles and techniques for 14 street types that are sensitive to the land use context. These are categorised as:

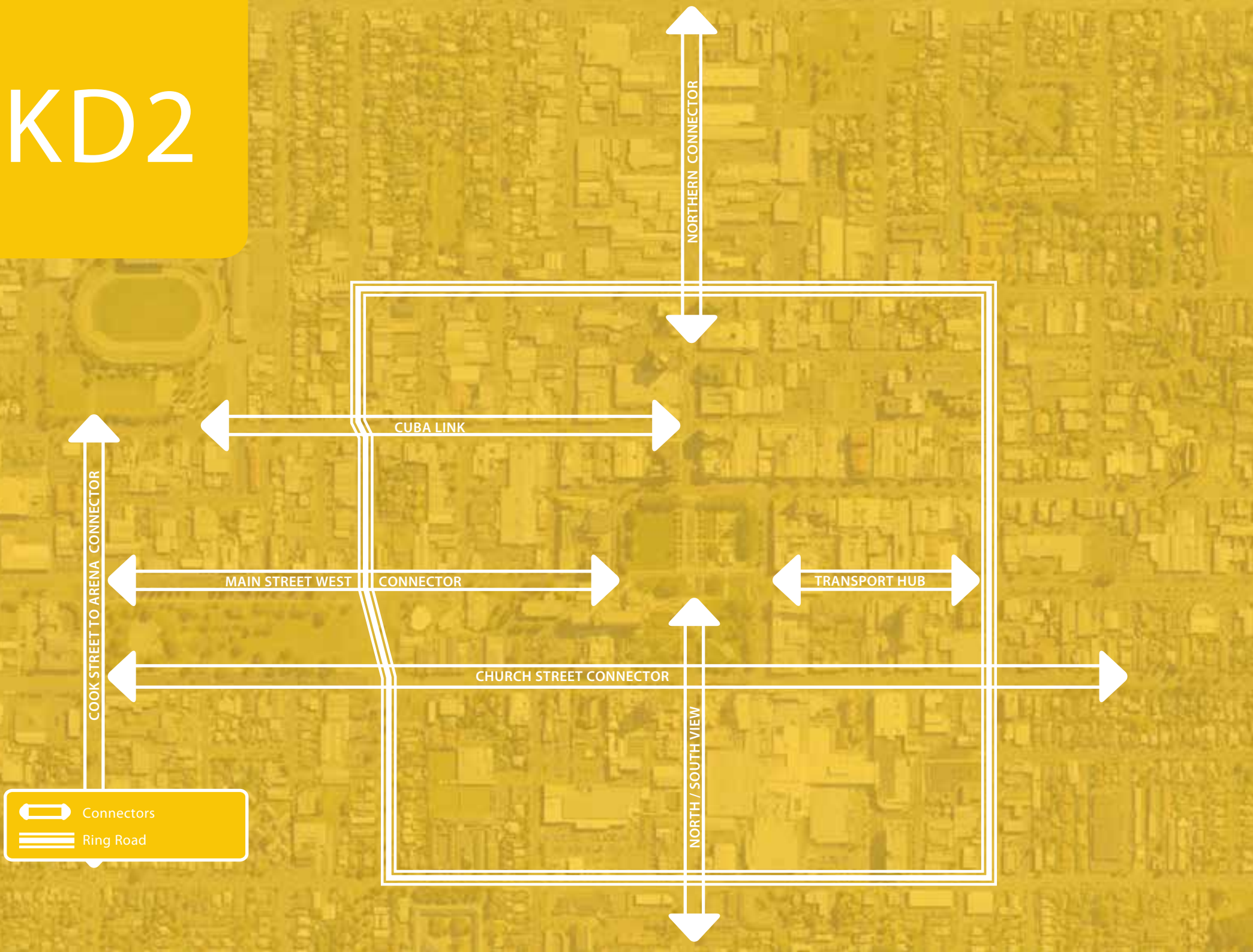
CITY ENVIRONMENT	STREET TYPE ⁶
CITY CENTRE	Movement (Ring Road) Place/Movement Place (2 Street Types)
COMMERCIAL	Arterial Collector Local
RESIDENTIAL	Arterial Collector Local
INDUSTRIAL	Arterial Collector Local
RURAL	Rural

The SDM reinforces the aim to deliver Streets for People by ensuring that any future enhancement and/or development follows an appropriate design philosophy for Palmerston North.



Elliot Street, Auckland

KD2



Connectors

Vision

Enhance the East-West and North-South streets to provide better connections and character to the city centre

Background

There are a number of existing East-West and North-South connections that play an important role in the form and function of the city centre. These routes tend to follow the existing street network and are dominated by large / wide streets that prioritise vehicles over people.

The Urban Design Strategy provides clear direction that we need to be creating a well-connected multipurpose network of streets and open spaces. Connections across and in and out of the city centre need to be easy to access, visible and vibrant.

Creating a series of well-designed North-South and East-West connectors will help deliver many of the aspirations set in the Urban Design Strategy.



Little Cuba: the intersection of Cuba, George and Taonui Streets

The Cuba Link

The CCF suggests a linear park along Cuba Street from the Arena Manawatu main entrance through to the intersection with George Street.

This potential linear park will directly interrelate with the recent reconfiguration of the intersection of George Street, Cuba Street and Taonui Street. This new place has been called 'Little Cuba' by local businesses. The new layout allows people and activity to occupy space along the street edge in addition to providing movement of pedestrians and slow movement for vehicles.

The linear park straddles the Ring Road (Pitt Street) giving strong visual priority to this East-West Connector and providing a continuous green corridor between the Arena Manawatu and the top of George Street.

The linear park provides an opportunity for shared off road cycle/walk ways, public seating, public art and heritage interpretation.

Strategic Development Site 7 is positioned on the North-western corner of The Square through to Cuba Street and presents an excellent opportunity to link this site with the reconfigured Cuba Street and this East-West Link.

EXISTING



Corner of George and Cuba Street

POTENTIAL





Skate park, Railway Land

Main Street West Connector

There is an opportunity to create a clear connection between the Railway Land open space, Te Manawa and The Square.

The stretch of Main Street West outside The Globe Theatre, Te Manawa, Library and the Convention Centre presents a unique opportunity for the 'place' focused street enhancing connections between both sides of the street and linking a number of open spaces and mid-block links across this precinct. Connecting this precinct across the Ring Road (Pitt Street) to the large area of public open space (Railway Land) will help the city become a more accessible, well connected and welcoming city centre.

Strategic Development Sites 5 and 6 present a number of opportunities to help define this Connector. Enhancement opportunities to the Railway Land open space, such as extending the skate park facility and recognising the railway heritage also play an important part in creating this distinctive Connector on the Western side of the city centre.

The informal arrangement of mature vegetation (predominately trees) will help define the East-West Connector.

Cook Street North-South Connector

Cook Street has been identified as one of the main connectors to Arena Manawatu destination from the South. This presents an opportunity to enhance the characteristics of Cook Street so that it feels like it's part of the city centre and acknowledges its role in connecting Arena Manawatu with the city centre.

Simple measures like street tree enhancements will help define and reinforce the characteristic of this Connector.

Intersections with Church Street, Main Street West and Cuba Street are important areas along Cook Street. These intersections help articulate entrances into and out of the city centre and play an important role on how people navigate across the city centre.

Church Street Connector

The connections from Church Street to adjoining mid-block links, open spaces and buildings will influence the outcome for this East-West Connector.

This presents an opportunity to create a sequence of different spaces and places stretching East to West across the Southern side of the city centre. For example, the section of Church Street along the edge of The Square can be reconfigured as a 'place' focused street, providing for further connections between the buildings, footpaths and The Square.

The old Railway Land open space also plays an important role in this East-West Connector. The vegetation, footpath treatment and street furnishing should also aim connect Church Street to this significant area of open space within the city centre.

Strategic Development sites 4 and 5 are positioned along the Cook Street Connector. Future developments on these sites play an important role in this Connector.

Northern Connector

Rangitikei Street plays an important role for people travelling in and out of the city centre from the North and from the Airport via JFK Drive and Airport Drive. The street links State Highway 3 to the city centre.

Views toward the city centre are dominant along this route as you approach the city travelling from the North. These views help visitors orientate themselves as they approach the city centre. The Clock Tower (and lighting at night) in particular is a key signal. View towards the Clock Tower from Rangitikei Street should be enhanced and protected to ensure that visual connections toward the city centre remain.

The CCF proposes that the section of Rangitikei Street between Featherston Street and the Ring Road will be a 'Movement' focused street, allowing for through movement into and out of the city centre.

Strategic Development site 1 is positioned on the corner of Rangitikei Street and the Ring Road. Future development of

this corner plays an important role in this Northern Connector.

The section Rangitikei Street between the Ring Road and King Street is proposed to be focused on both Movement and Place, enhancing the sequence of arrival into the city centre.

The most significant transformation for this Northern Connector is reconfiguring Rangitikei Street between King Street and The Square to become a 'place' focused street directly connecting into King Street, Cuba Street and The Square.

North/South View

Fitzherbert Avenue is one of the key avenues into the city centre from the South, the bridge over the Manawatū River and Massey University's Manawatū Campus. Views towards The Square (in particular the Clock Tower) from along Fitzherbert Avenue help to enhance the experience of arriving into the city centre and are an important part of how people connect with the city centre travelling in from the South.

The Northern section of Fitzherbert Avenue is proposed to become a 'place' focused street, with a reduction of vehicular dominated environment, increase of active frontage and additional trees and vegetation. This shift in visual character will help create a vibrant and distinctive gateway and connection on this Southern side to the city centre.



Strategic Development site 3 is positioned along Fitzherbert Avenue. Future development of this site plays an important role in this Connector.

The Ring Road

Enhancing the character and function of the Ring Road will help with both North-South and East-West connections bypassing the need to go through the city centre.

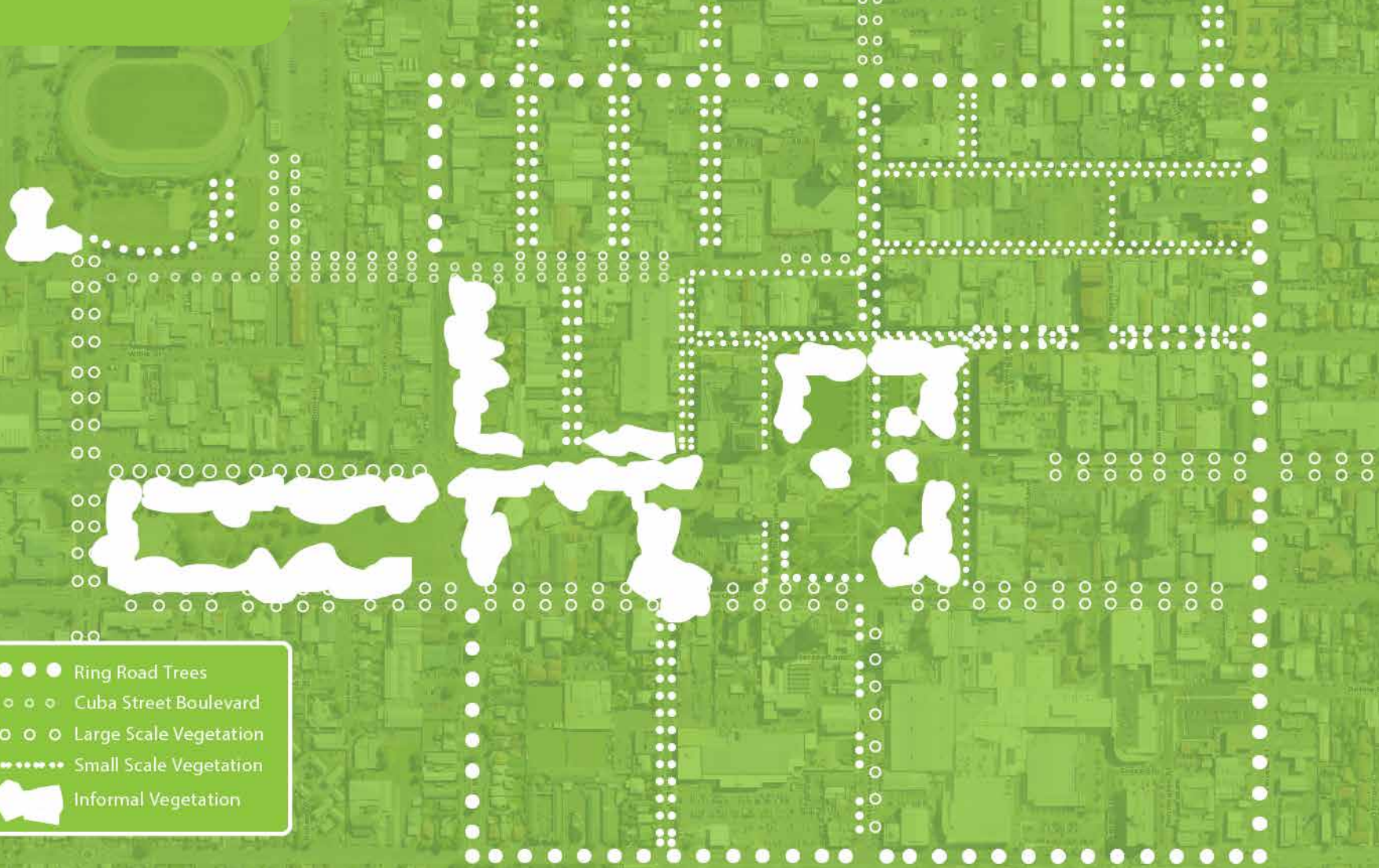
The Ring Road consists of 3.4 kilometres of movement street, providing vehicles, cyclists and people a clear route around the city centre travelling East to West, West to East, North to South and South to North.

The general character of the Ring Road consists of 4 lanes of traffic, cycling facilities and trees planted in a central median strip.

Three of the East-West connectors that straddle the Ring Road have a significant influence on how the city centre Street and Open Network functions. These are Cuba Street, and its potential linear park, Main Street West, and the link between the Railway Land and Te Manawa, and Church Street stretching east to west across the southern side of the city centre. Intersections between these connectors and the Ring Road should give priority (visual and physical) to pedestrians over vehicles.

KD3

- ● ● Ring Road Trees
- ○ ○ Cuba Street Boulevard
- ○ ○ Large Scale Vegetation
- ● ● ● Small Scale Vegetation
- Informal Vegetation



Nature in the City

Vision

To enhance, create and sustain green infrastructure in the city centre

Background

In a city environment trees and vegetation provide an important visual and ecological resource, moderating climate, creating shade and giving scale to mediate between human and built environments. Palmerston North's city centre benefits from existing vegetation and nature within The Square, the streets and surrounding open spaces/reserves. Retaining, enhancing and adding to this green infrastructure has a number of benefits.

A Biodiversity Strategy is being developed in 2013 that will increase planting around the city, continue and increase pest control, actively promote biodiversity, and protect and restore the city's terrestrial and aquatic biodiversity.

The CCF provides a useful vehicle to deliver these aims within the city centre. It also indicates the need to establish a city centre wide Vegetation Framework⁷ that considers appropriate species in appropriate places, addressing the debate around native vs. non-native vegetation species within the city centre, maintenance, and how vegetation can help inform people about landscape and environmental issues and heritage.

The City-wide Vegetation Framework from The Biodiversity Strategy will cover the same issues on a city-wide scale. Rangitāne will be engaged to confirm previous imperatives and identify new ones, particularly in regards to increasing the use of indigenous vegetation. Indigenous species in a central city context relate to the recognition of the pre-European landscape and cultural values associated with the area, as well as the broader context of biodiversity enhancement and restoration.

⁷ The vegetation framework will be a chapter of the Technical Manual which is outlined in more detail in the section 'Making It Happen'



The Square



Large scale vegetation along a linear park, Las Ramblas, Barcelona

Vegetation Framework

A preliminary structure to the Vegetation Framework consists of the following key characteristics:



The Ring Road

Vegetation on the majority of the Ring Road should be consistent in size, species and position (i.e. spacing) to inform a general character to the Ring Road and thus helping to deliver a more legible and understandable function/purpose of the Ring Road. The only exception to this consistency in character should be on Pitt Street in between Church Street and Cuba Street, where the vegetation takes more of an informal character/layout to reflect and reinforce the East-West Connectors (Cuba Link, Main Street West and Church Street).



Cuba Street Boulevard

The Cuba Link provides a great opportunity to create a formal city boulevard of mature trees that visually link the Arena Manawatu through to George Street and provide essential vegetation within the city centre.

Tree species, size, and spacing should be consistent and well thought through to ensure this boulevard delivers a strong, dominant visual and ecological link along Cuba Street.

Rain gardens, swales and other storm water management should also be considered when planning and designing the Cuba Link linear park.



Large Scale Vegetation

The majority of the city centre's streets are wide and generally dominated by asphalt and vehicles. Some of these streets have little or no vegetation on them. In addition to enhancing the character of a city centre and breaking down the dominance of asphalt, trees can provide shade, ecological habitats and reduce the heat island effect within a city centre.

In addition to the Ring Road, large scale trees planted in a formal arrangement should be considered for the following streets: Main Street, Cook Street, Cuba Street, Church Street and Fitzherbert Avenue.



Small Scale Vegetation

Small scale trees and vegetation are intended to help define the character and finer grain of some of the Place Streets, Movement/Place Streets and open spaces. They help bring the scale of the urban environment down to a human scale and respond to the use of the streets and open spaces.



Informal Vegetation

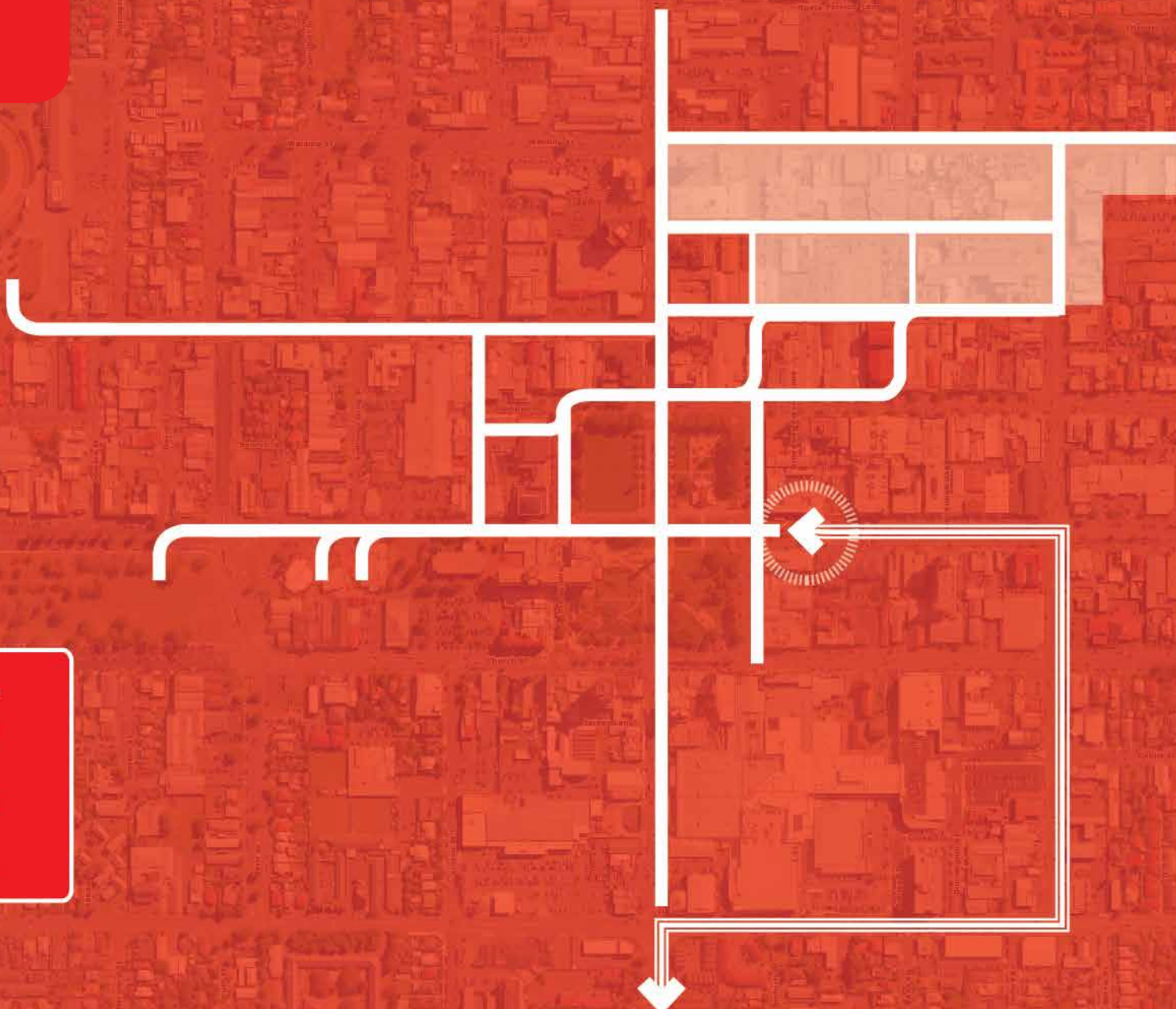
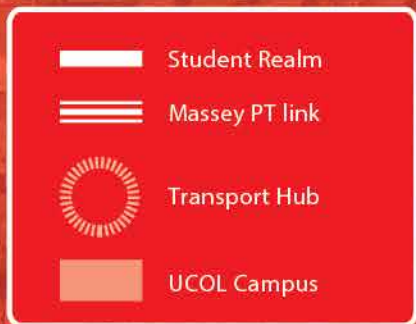
The informal vegetation builds on the existing informal pattern of mature vegetation on the old Railway Land, by the Convention Centre and in The Square. There is also an opportunity to use vegetation to inform references to the Papaioea clearing.



Low Impact Design and Hydrology

In addition to vegetation, hydrology (and the way we manage it) plays an important role in the future of the city centre. The quality and quantity of stormwater runoff and inundation directly affects the function of the city centre and indirectly the Manawātū River. Development of the city centre provides an opportunity to integrate stormwater management systems within landscape and urban design objectives. Stormwater design should seek to reduce and treat stormwater runoff, while also raising awareness of naturally occurring processes in the catchment. It is anticipated that low impact design approaches in the developed landscape will contribute significantly to the amenity of the built environment and help create a unique sense of place.

KD4



Embracing Education

Vision

To provide opportunities for educational institutions to play a crucial role in the form and function of the city centre

Background

Palmerston North city centre has a number of local educational institutions. UCOL have their campus in the North-eastern corner of the city centre. Massey University and the International Pacific College have their Manawatū Campus across the river, and Te Wananga o Aotearoa is relocating to Hokowhitu. As well as these larger campuses there are also many smaller tertiary providers whose teaching targets sectors such as older people and recent migrants. All of these institutions, and their students, have an important role to play in the city centre.

Student Realm

Students use and occupy the public realm within the city centre. The CCF acknowledges this and seeks to encourage students of all ages to continue to play an important role in the city's form and function.

Streets, open spaces and public facilities require careful and considered planning and design to reflect, accommodate and

influence student behaviour. Access to information, Wi-Fi and recreation facilities will help encourage students to dwell, socialise and play within Palmerston North, helping to create a vibrant, caring, innovative and sustainable city.

Connecting the city centre's public facilities such as the Library, The Square, Arena Manawatu and Te Manawa to existing educational institutions will help embed students and student culture within the city environment.



EXISTING



Broadway Avenue

POTENTIAL





Main Street East transport hub

Massey Public Transport Link

Massey University's Palmerston North's campus is approximately 3.7 km from the city centre. Horizons Regional Council currently provides a free bus service between Massey University and the city centre. Massey University and UCOL contribute funding towards this service. In the year to March 2011, 572,517 journeys were made by Massey staff and students and 84,018 journeys were made by UCOL staff and students, accounting for 59 per cent of total bus journeys in the city. This public transport link is an important component to the city centre function encouraging students to interact and engage with the city centre.

Transport Hub

Main Street East has been the hub of urban bus services since 2002. In the short term Main Street will remain the focal point for public transport services. However, in the long term the future form of the service is dependent on decisions made by Horizons which will influence the development of any transport hub in the city centre.

There is potential to integrate student facilities and infrastructure into the current public transport arrangements and any new transport facility. Opportunities include integrating Massey and UCOL promotional material on display within the transport infrastructure and buses through to interactive webcams to the Massey Campus across the Manawātū River.

UCOL's City Campus

King Street presents the ideal situation to enhance as a 'place' focused street linking into the wider street and open space network. King Street's proximity to UCOL's campus means that the majority of uses of this street will be utilised by Students

and Staff of UCOL. This provides important clues as for the public realm.

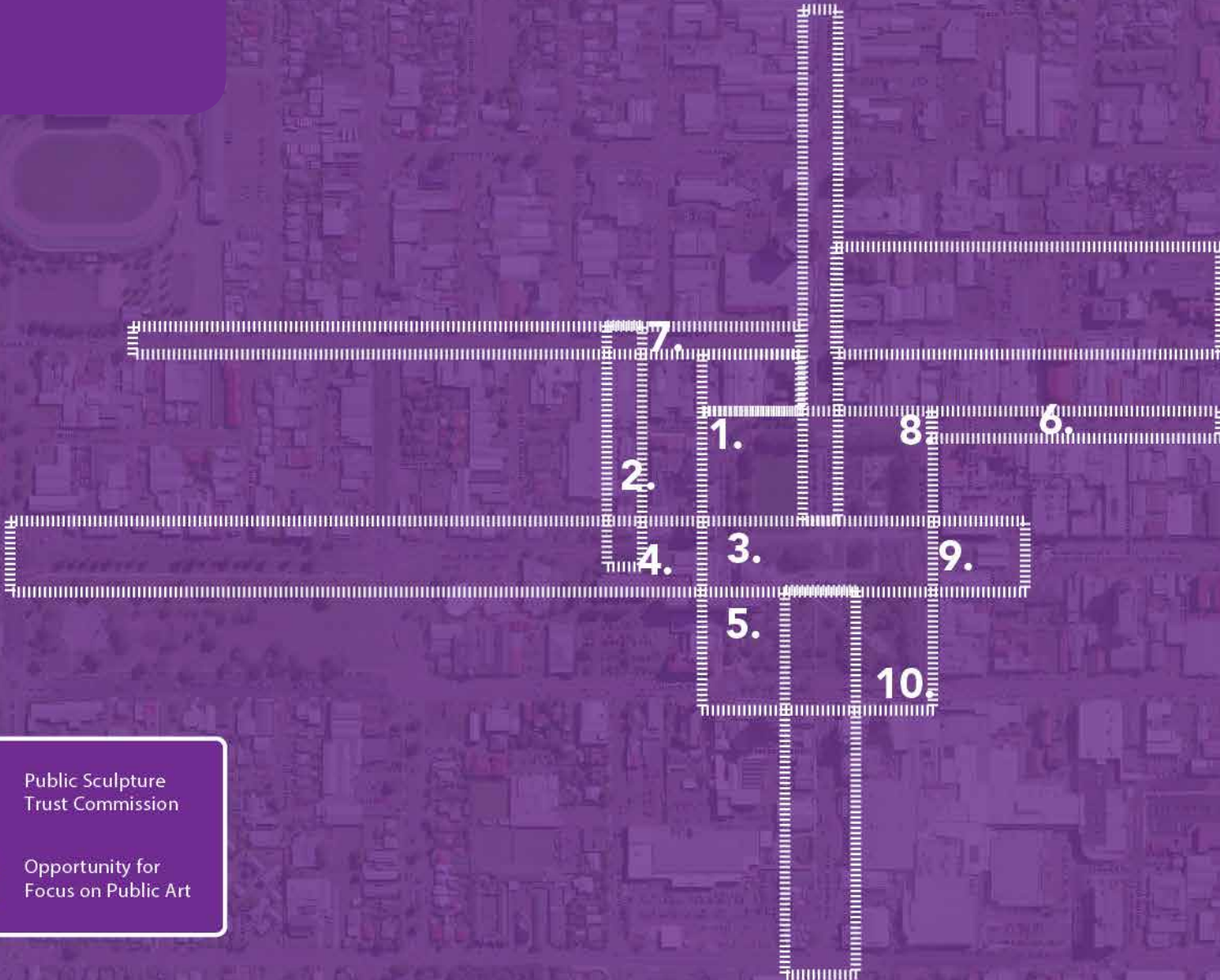
In addition to King Street, Broadway Avenue and the mid-block links from it provide opportunities to enhance links between the UCOL Campus and the city centre. The site brief for Strategic Development Site 2 outlines the opportunities for

the middle section of the block between King Street and Queen Street.

The District Plan anticipates residential activity and student accommodation as part of mixed use developments that will add vitality to city centre streets with active frontages.



KD5



1. Public Sculpture
Trust Commission



Opportunity for
Focus on Public Art

Integrating Arts

Vision

To express culture and creativity throughout the city centre and ensure all public projects in the city centre include creative elements

Background

The CCF helps to articulate and deliver the Arts Strategy (2010). The initiatives that are in the Arts Strategy are coordinated with the Urban Design Strategy to enhance the look and feel of the city. The arts and use of public art help to build a stimulating and vibrant urban environment, and to develop attractive public spaces. The strategy also encourages greater artistic use of public spaces. Seasonal programming of activities in public spaces is a critical factor in creating a lively city.

Palmerston North is already known for its collection of public sculptures implemented through the Public Sculpture Trust. These permanent public sculptures together with a programme of performance, theatre and exhibitions help reinforce the city centre as a place for the arts.

To ensure this is retained and enhanced, the CCF specifically identifies the integration of art in all of its diverse forms as an important direction for the future.



Broadwater Parklands, Gold Coast, Australia

EXISTING



Church Street

POTENTIAL





Returning Column by Greg Johns, The Square



United-Divided by Phil Price, Main Street West

Public Sculpture Trust

Starting in 2005, the PN Public Sculpture Trust has been working with the Council to install ten public sculptures over ten years. The seven sculptures installed to date in addition to older sculpture and other public art have added an artistic element to the urban environment. Collectively this has helped to develop the concept of a Palmerston North being a creative city. With the exception of one, the majority of these sculptures tend to be installed on the Western side of the city centre.

The CCF provides clear guidance as to how the remaining three public sculptures fit within the wider city fabric. During the development of this framework, the next location for a public sculpture was chosen. The junction between Broadway Avenue and The Square provides an opportunity to link / connect the series of public sculpture from the Western side of The Square to the East.

The final two sculptures are proposed to be installed along the Eastern edge of The Square. It is recommended that these final sculptures are integrated into future streetscape and coordinated with infrastructure improvements to deliver the vision set by the Urban Design Strategy and the CCF.

A focus on Public Art Within the City Centre

In addition to public sculpture, public art can be incorporated into the furnishings of the street, building frontages and public open spaces. Integration of art into these elements should be thought through at the early stages of design. Art may be represented in things like the form of a park bench, the design of an alleyway gate, or the design of manhole covers across the city centre.

The Urban Design Strategy emphasises that the public recognition and expression of the local iwi Rangitāne is a top priority. Further the broader base of indigenous Māori arts in both its traditional and more contemporary styles is also a priority. Māori perspectives of the arts is broad and encompassing, which aligns well with the Palmerston North's Arts Strategy's aspiration to consider arts in a wider sense. Toi Māori is a term that can be used to refer to all the diverse contemporary and traditional Māori art forms. Some of the more prominent types of Māori artistic expression that could be reflected in the city are kapa haka, whakairo (carving), mahi raranga (weaving), whakaahua (painting) and other visual art forms, waiata (song) and other vocal expression including whaikorero (formal oratory), whiti (poetry) and tuhituhi (writing). Some Māori art forms are associated with ancestral knowledge and are primarily shared and maintained within whanau, hapu and iwi.

With this in mind, the representation and integration of Māori arts into the city centre fabric provides an excellent opportunity to create a unique sense of place that directly relates back to the Rangitāne heritage in the Palmerston North and wider Manawatū area.

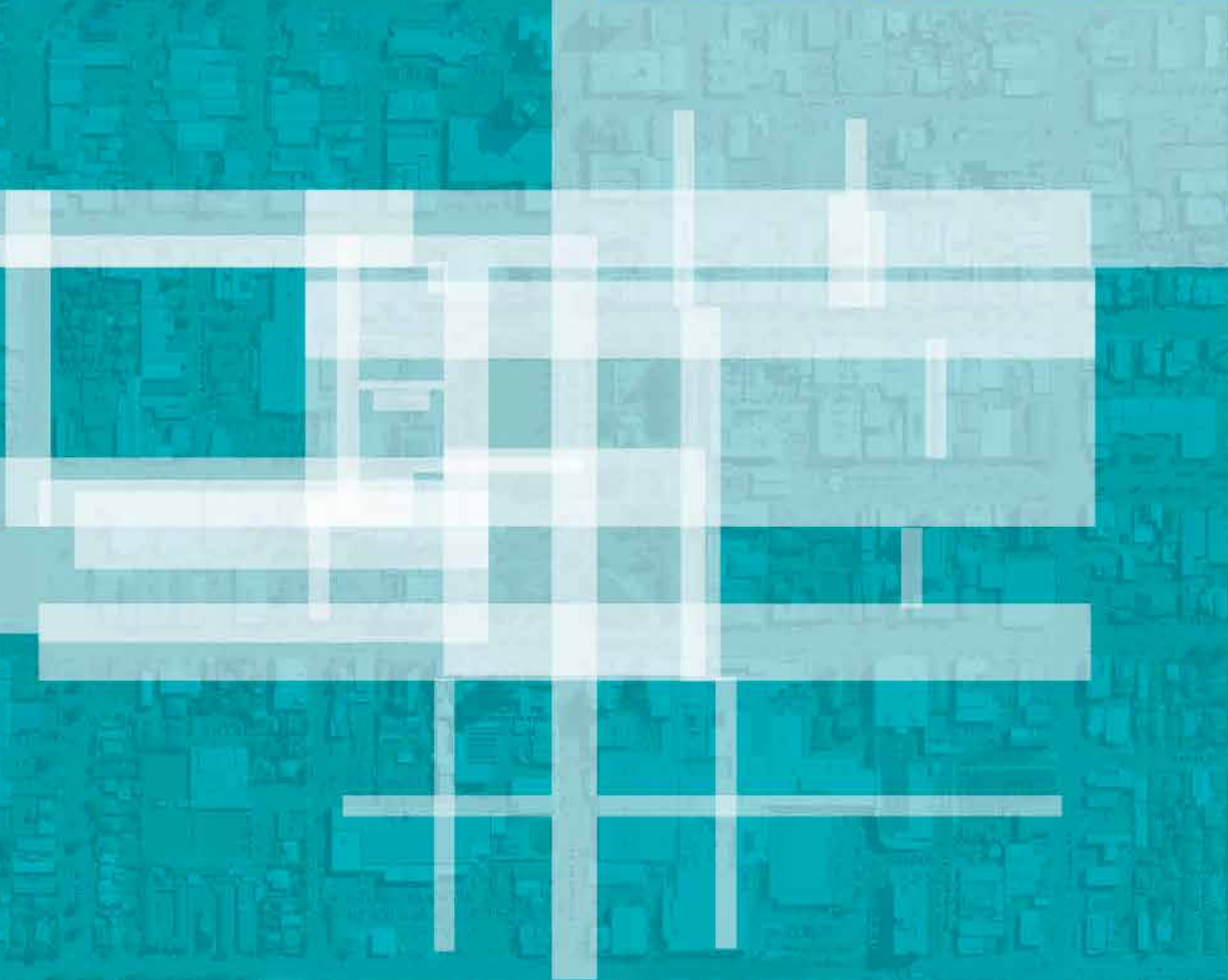


Body Language by Terry Stringer, The Square



Te Marae o Hine

KD6



Cultural Tapestry

City of Culture

Vision

To celebrate culture and build on the wealth of cultural assets the city has already developed

Background

All the drivers within the Urban Design Strategy point towards celebrating the culture of Palmerston North as an important way to deliver a vibrant, caring, innovative and sustainable city. The intent of this KD is to help reinforce this message and provide a steer as to how culture might be celebrated within the city centre.

This KD also reinforces the messages within the Palmerston North Social Strategy (2012).

The CCF and the District Plan are tools to ensure that the physical make-up of the city enable community culture, activity and engagement. A sustainable city is laid out to make it easy to walk to local shops and community facilities. This includes public open spaces, public art and other spaces and places that enable and encourage cultural connections.

Ensuring the city centre is well connected for pedestrian activity, has adequate space for local recreation and leisure, and is flexible for future change, all contribute to building communities that people use.

Cultural Tapestry

Palmerston North experienced significant change in the ethnic diversity of its population between 1996 and 2006 and further significant ethnic change is projected by Statistics New Zealand over the period from 2006 to 2021. Embracing this diversity and providing a city centre that provides spaces and places for a variety of residents and visitors to enjoy, play and socialise in an inclusive way is fundamental to the success of Palmerston North.

Placing emphasis on celebrating and supporting cultural and creative diversity benefits the city centre by injecting new ideas and inspiration into the city centre fabric. It also lends support to social sustainability, by providing an opportunity for new migrants and settlers to become more involved in the community, and helping to share their ideas and culture.

Flexible and adaptable spaces and places across the city centre will help provide for a variety of cultural events and day to day activities to occur.





Michelle Gould and Aaron Karamaena enjoying Waitangi Day at Te Manawa

Rangitāne Iwi

Rangitāne are mana whenua in Palmerston North and are a key partner in implementing the Key Directions. The city has a strong cultural and historical connection to this area and is an integral part of the founding story as Rangitāne identified the Papaioea clearing as an area having the features that would support a town in a district which was characterised by natural waterways including many wetlands and swamps. Indigenous cultural perspectives are also an important and under-represented part of the physical environment of Palmerston North today. Increasingly sophisticated and knowledgeable locals and visitors will have a growing expectation that the city will represent this in future developments. As with KD 5 – Integrating Arts, the Māori perspective of culture and the arts is broad and encompassing. Expressing Toi Māori within the city centre could take a number of different physical and non-physical forms.

Te Manawa - A Cultural Hub

Te Manawa is the city's art gallery, science centre, and museum and occupies a large part of the block along Main Street from the Railway Land to The Square. The complex describes itself as:

Te Manawa is new, innovative, different, open, flexible and modern. Te Manawa is a place of ideas, exhibitions, and co-operation. Te Manawa is an Art Gallery, Museum and Science Centre, a meeting place, a party venue, a performance space. Te Manawa is for you and me, us and them, for strangers and locals, for travellers and residents, it is a place for everyone.

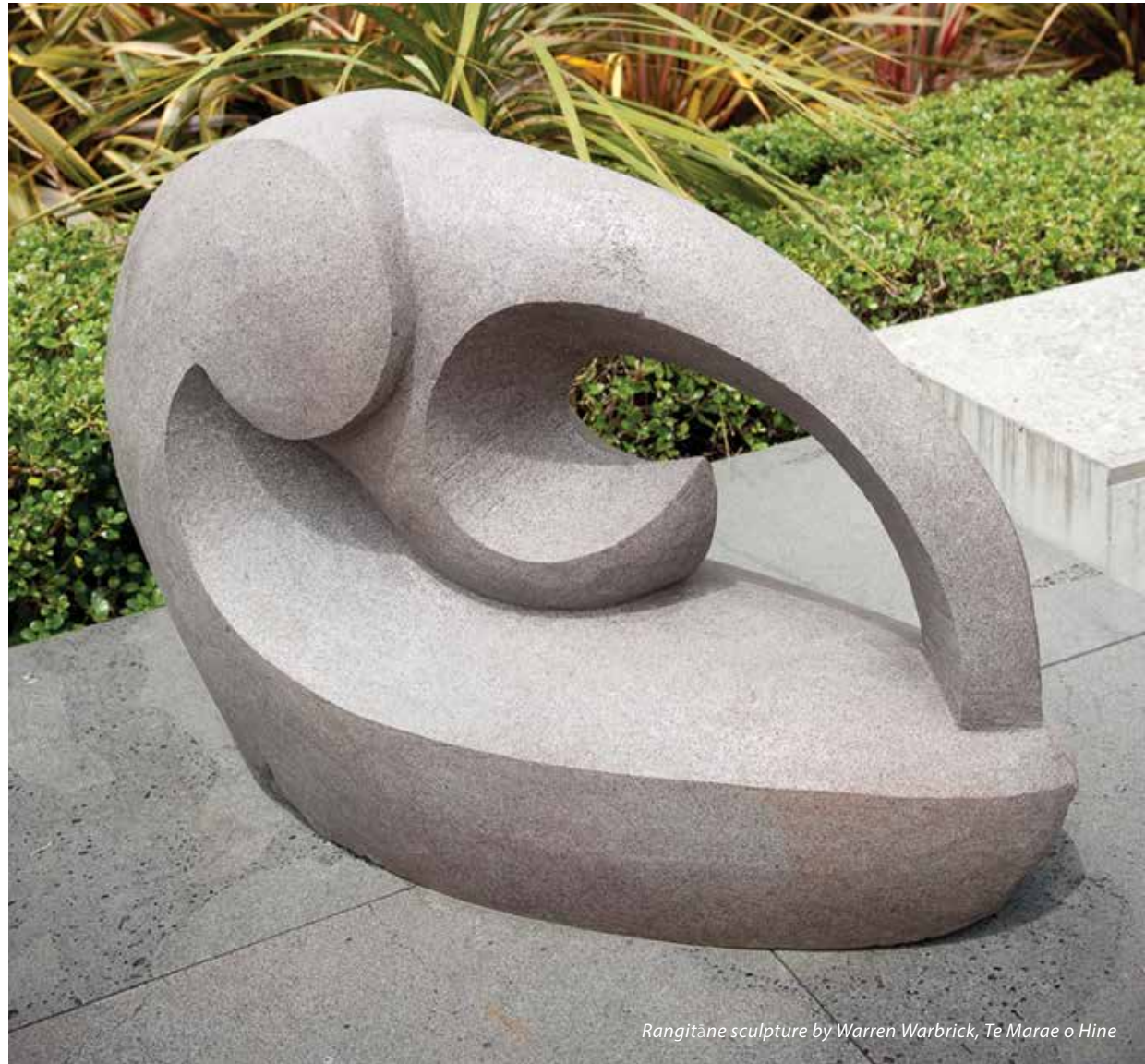
The Cultural Precinct

Cultural precincts develop in cities through both deliberate city-led interventions and spontaneous private-led activities and development. These areas typically attract people that work and are involved in the creative industries⁸ and also people that 'consume' that culture. Cultural precincts also have a strong relationship with café culture and the night-time economy. A defining factor of these places is that they are distinctive from other places within the city they are located.

Palmerston North's cultural precinct is defined by a strong presence publicly funded cultural institutions and a concentration of cafés. Recently, retailers and businesses have begun referring to the area simply as 'The Quarter' and defined it as 'a block or so around George Street and Coleman Place'.

Te Manawa, The Globe Theatre, Council building and Convention Centre, the Library and their surroundings play an important role in defining the character of the city centre in the Western side of The Square. Considering the use and purpose of these buildings are fundamentally related to the culture within the city centre, they play an important role in informing Palmerston North as a cultural city. Yet this brings a risk of reliance on public investment for cultural 'products' and a risk of stagnation or perception that culture only occurs in these locations

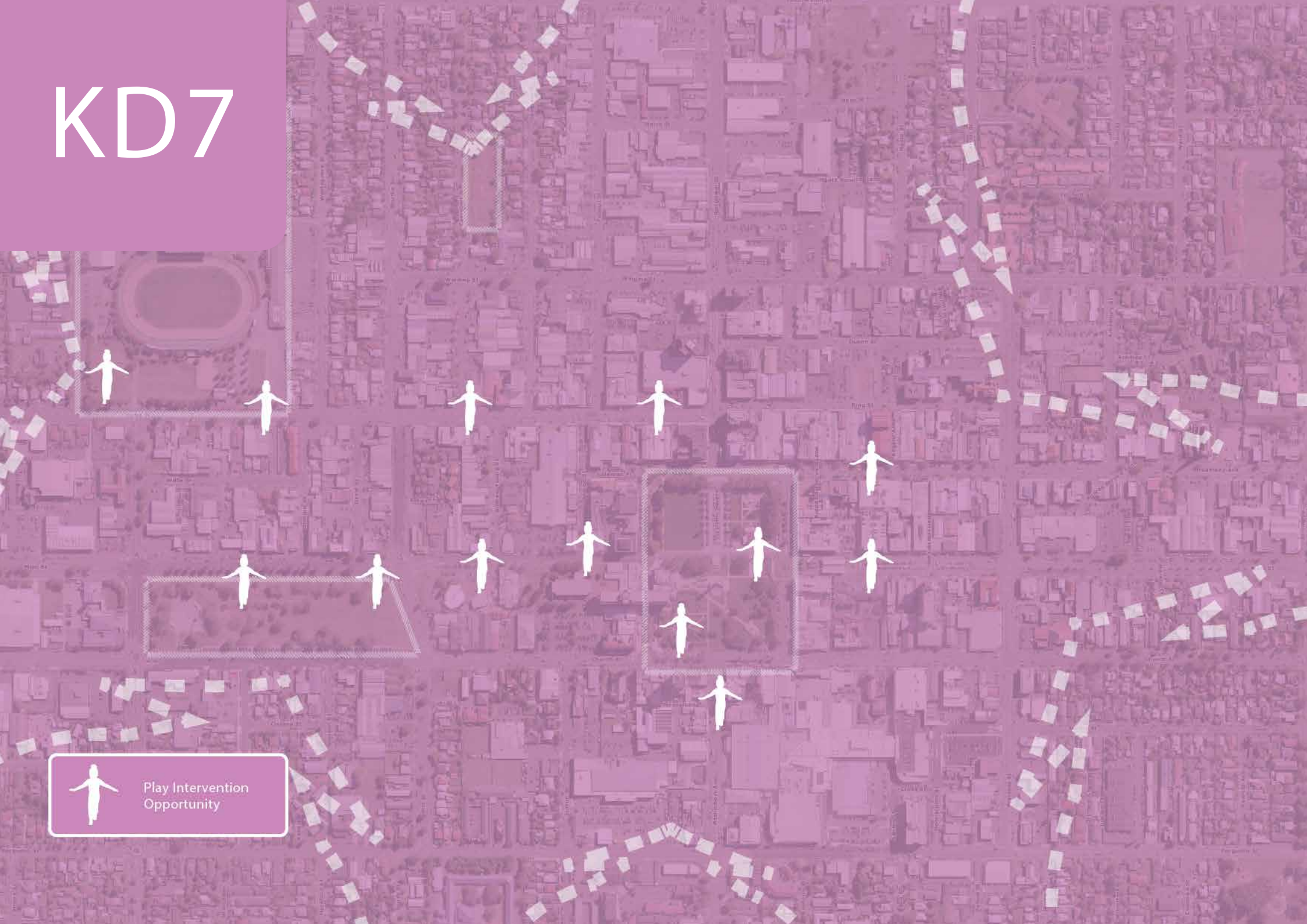
To sustain an evolving cultural precinct 'The Quarter' needs to retain and enhance its distinctiveness from other areas in the city centre, and to attract greater numbers of private producers of culture in all its forms.



Rangitane sculpture by Warren Warbrick, Te Marae o Hine

⁸ Arts, design, media, film and so on

KD7



 Play Intervention Opportunity

Play in the City

Vision

To provide a fun, welcoming, safe and stimulating environment for all ages

Background

The ability for people of all ages to 'play' within the city centre has an important role in delivering a vibrant, caring, innovative and sustainable place to live, work and visit.

In addition to the Urban Design Strategy, the Active Recreation Strategy 2012 is the primary document that addresses the need for play provision within Palmerston North.

This KD is aimed at encouraging opportunities for families and individuals to socialise and play within the city centre.

Play Interventions

The Active Recreation Strategy 2012 indicates that there is growing international recognition that children play wherever and whenever they can. The traditional response of providing fixed equipment within fenced-off areas is seen by many as an inappropriate response to meet children's play needs. The favoured response is to make many more environments for children fun, interesting and stimulating, particularly utilising natural features.

Whilst investment in play space needs to continue while the child population grows in the city, there is an opportunity to utilise the availability of local parks and reserves, in combination with the Council's place-making initiatives, to make the city much more playful.

Play inventions maybe as simple as painting a hopscotch on a public footpath, replacing car parking spaces with sandpits, through to organising large play focused community events. More permanent play facilities should also be integrated into the city's infrastructure such as public art, furniture, retaining walls and the general design of the public realm.



Touchable water is a big attraction for all ages.



Arena Manawatu

The connection and access between Arena Manawatu and the rest of the city centre has an important role in delivering a 'playful' city centre.

Arena Manawatu is a unique facility in New Zealand due to its size, location and combination of facilities. It has the ability to facilitate and provide for a number of different play experiences, whether these are regular formal recreation related activities or one off events.

Railway Land

The area of land known as the Railway Land currently functions as a large flexible area of open space in close proximity to the rest of the city centre. The open space generally consists of large areas of grass, mature trees, a skate park facility and has car parking provision on three of its edges.

The Railway Land currently accommodates events such as circuses, gypsy fairs, and car club meets. Skate boarding, BMXing and other youth focused activities make the skate park one of the city's most used public spaces.

There are three key areas to focus on for the Railway Land:

1. Retain the flexibility of the open space to allow for large public events to happen within the centre outside of The Square.
2. Ensure that the mature vegetation is retained and enhanced to provide shade, character and connection with nature within the city centre.
3. Celebrate the heritage of the Railway Land, such as exploring the potential to reveal the old railway turntables and integrate this or other artefacts and representative features into the expansion of the skate park facility.

The Square

The Square is a significant area of open space right at the heart of the city centre. Its dominance (visual and physical) within the city centre provides an excellent opportunity for play to happen in a variety of forms. The flexibility and size of the spaces within The Square allows for a programme of different play activities to occur throughout the year.

The Square also provides a destination for informal gatherings and social interaction such as younger people 'hanging out' or informal ball games. The CCF recognises the importance of The Square and its role in providing flexible, yet distinctive open space for play, recreation and sports. The concept and story of Te Marae o Hine – The Courtyard of the Daughter of Peace is a strong theme from an iwi perspective and it forms an important part of The Square's history. The Peace Sculpture exhibition within this space is inspired by this kōrero and an example of how indigenous culture can be reflected in modern ways and from multicultural perspectives.



Metuanooroa Tapuni of Auckland takes a break. The two-week festival of stone carving was held in 2000 in The Square with pacific sculptors to create the PRIME sculptures (Pacific Rim Millennium Exhibition)

KD8

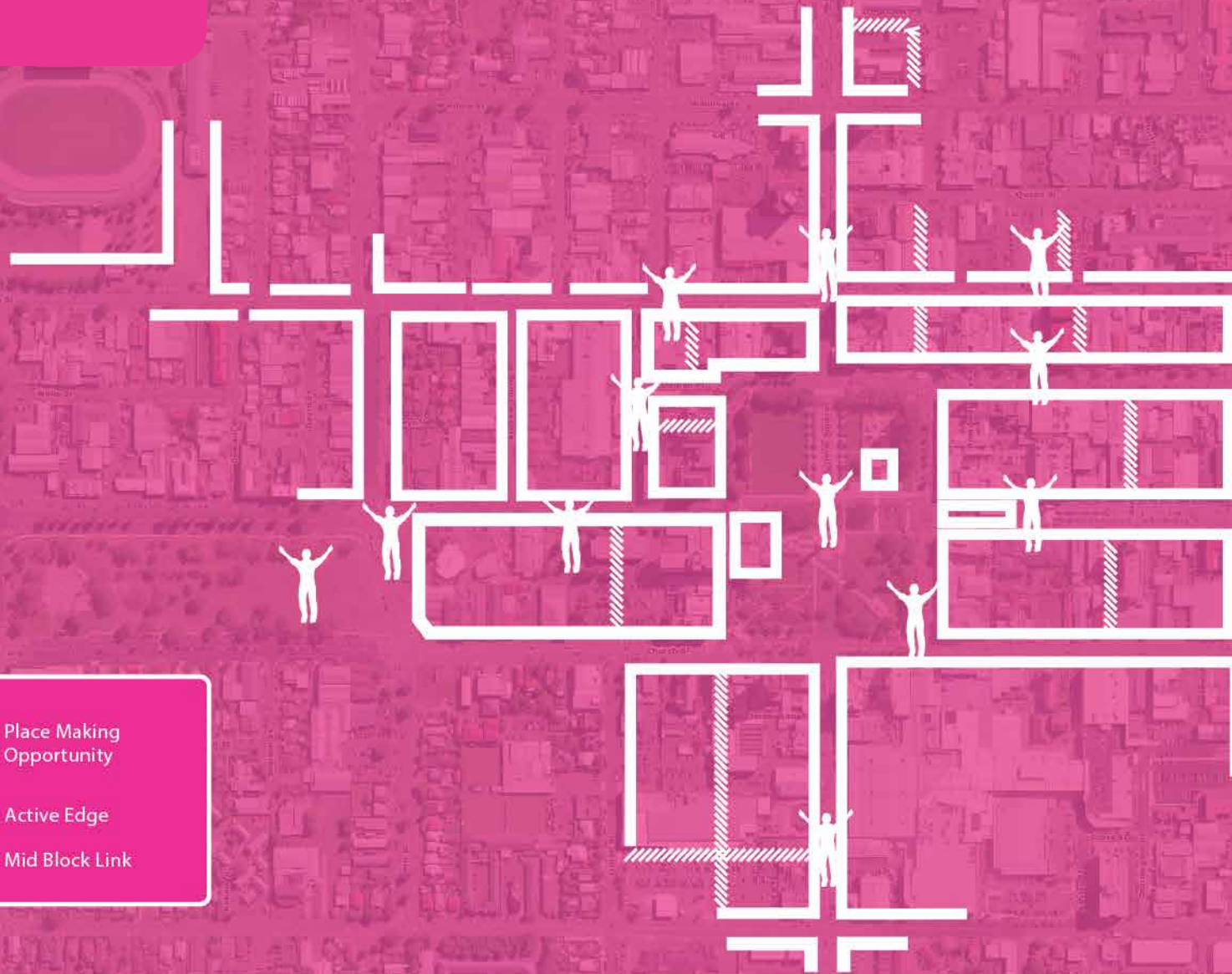


Place Making Opportunity

Active Edge

Mid Block Link

The legend is contained within a rounded rectangular box. It features three items: a white silhouette of a person with arms raised, a white solid horizontal line, and a white diagonal hatched pattern. Each item is followed by its corresponding text label.



Activity for People

Vision

To co-ordinate place making and public space programming to make the city centre a 'living theatre' that people can interact with

Background

A measure of the success of a public space is how well used it is. Cities of all scales have been addressing the issue of vitality in cities by focussing on the human scale. It is at the human scale where interactions between people happen, memories are created, and places are most intensely experienced. Often the base quality of public spaces depends on whether the human scale has been carefully addressed or neglected.

The types of activity people engage in in public spaces are necessary activities, optional activities, and social activities. As the quality of a place and reasons to be in a place increase the amount of optional activity and social activity increase in turn. Research has also shown that 'people attract people', so a successful space becomes even more successful as simply being around other people and people-watching becomes an attractor.

Placemaking Opportunities

Placemaking provides a mental model for addressing activity and the human scale in a city centre in a deliberate and targeted way. Making a 'place' is an intrinsically holistic approach as it includes all aspects of built environment, open space, streets, and city life and emotions. A focus on place forces use of a different design process as opposed to a traditional reductionist approach which breaks a city environment into parts that different professions design and manage.

The on-going management and activation of a place is also at least as important as the initial design. Prototyping and experimenting with features and activities in public spaces before finalising designs is a critical method of engaging the public in the making of a place.

The 'power of ten' concept⁹ is a simple framework for activating a city centre. This concept frames the city centre as a destination; within the destination there needs to be 10 or more great places; at each place there needs to be 10 or more things to do or reasons to be in the place. This concept clearly illustrates why placemaking is a critical component to the city centre, how the reasons for being in the city centre could dramatically increase, and how enriching people's experience of the city centre will attract more people in a virtuous cycle.

The 'places' within Palmerston North often occur at the junctions between major facilities, busy pedestrian routes, and public spaces. However, Palmerston North has a great wealth of public space in the city centre which risks placemaking efforts being spread too thinly. The priority will be to focus on concentrating placemaking activity to get 10 things to do in places in the city centre where placemaking efforts have already begun. These are in The Quarter (cultural precinct), around the Butterfly Pond, and the middle of Broadway and Regent Arcade.



Reclaimed carpark on George Street

EXISTING



Main Street

POTENTIAL





A shared street with active frontages and attractive lighting Haarlem, the Netherlands



High-quality small scale actions transform this lane Tossa de Mar, Spain

Active Edges

Active uses at ground level are required within the city centre. Active edges have been identified where active street level uses need to be consolidated and developed, creating vibrant streetscape in all areas with pedestrian traffic. Transparency and opening to the street are to be maximised; and blank walls, fire exits and building service elements are to be minimised.

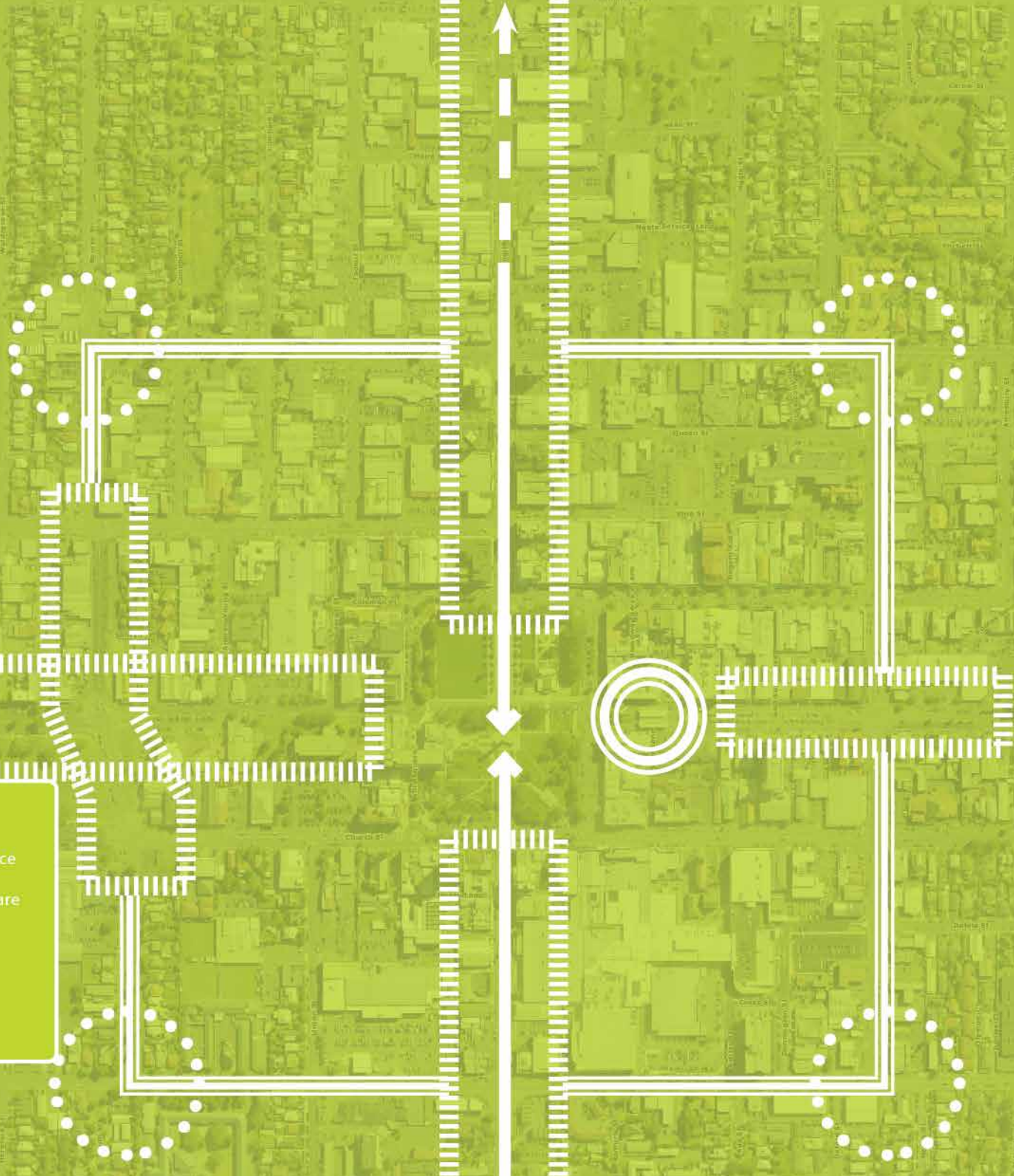
Mid-Block Links

Very large or very long blocks preclude easy pedestrian access and encourage people to use their cars for what would otherwise be simple walking journeys. This is often inconvenient and places unnecessary traffic on the street network. Providing mid-block links assists people to move between activities and destinations.

Mid-block links also play an important role in the wider open space and street network, in that they provide an alternative experience for people to move through and stop across the city centre. These links, which would typically be relatively narrow provide a more intimate experience than the streets or The Square for example.

Mid-block links require careful planning and design so that they avoid creating crime or fear of crime hotspots within the city centre. Ensuring and maximising pedestrian use of these links will help to avoid this.

KD9



Entrance Experience

Vision

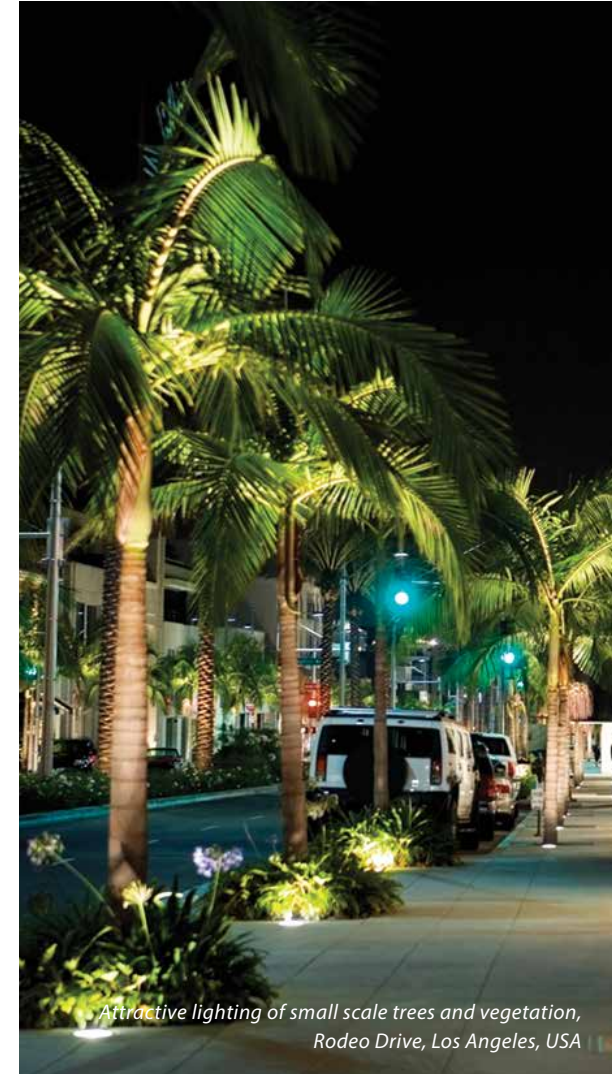
To ensure that entering the city centre is a memorable and distinctive experience

Background

One of the key Summary of Actions in the Urban Design Strategy refers to creating welcoming and memorable entrances to the city. The changes to be made suggest that the four main avenues into the city and the Ring Road create a good first impression through:

- Private development contributing high quality frontages to the avenues and boulevards
- Street tree planting and varied shrub planting
- Lighting
- Public art
- Street furniture
- Provision for all users
- The airport, bus facilities and rail station and routes to these city entrances create a good first impression.

The District Plan actively seeks to remove car parking from frontages on main entrances to the city and encourages buildings to engage with the street frontage. Where parking is provided high quality landscaping treatment is required.



Attractive lighting of small scale trees and vegetation, Rodeo Drive, Los Angeles, USA

EXISTING



Fitzherbert Avenue

POTENTIAL





A great street that adds to the experience of a city, Las Ramblas, Barcelona

Fitzherbert Avenue

South of the Ring Road, Fitzherbert Avenue is a Major Arterial Road linking the city centre to the Manawatū River, Massey University campus and to the South of the North Island. The CCF suggests that the section of Fitzherbert Avenue between Ferguson Street and Church Street is re-configured making a significant shift in the way people experience and enter the city centre from this Southern Gateway.

This section of Fitzherbert Avenue is proposed to become a 'place' focused street, with a reduction of vehicular dominated environment, increase of active frontage and additional trees and vegetation. This shift in character will help create a vibrant and distinctive gateway and connection on this Southern side to the city centre.

Views towards The Square (in particular the Clock Tower) from along Fitzherbert Avenue help to enhance the experience of arriving into the city centre and are an important part of how people connect with the city centre travelling in from the South. The site brief for Strategic Development Site 3 outlines the opportunities for properties along this part of Fitzherbert to contribute to transforming this street to a high quality entrance experience to the city centre.

Cuba Street

The CCF suggests a linear park along Cuba Street from the Arena Manawatu main entrance through to the intersection with George Street. From this intersection to Rangitikei Street, Cuba Street is intended to be a Place street.

The potential linear park will directly interrelate with the recent work implemented at the intersection between George Street and Cuba Street where people and activity occupy space, already transforming this section of Cuba Street in a Place focus street.

The linear park straddles the Ring Road (Pitt Street) giving strong visual priority to this East-West connector and providing a continuous green corridor between the Arena and the top of George Street. This is an important signal to visitors that they have entered a city centre.

The potential linear park will play an important role in the way people experience the city centre as they enter along this route.

Rangitikei Street

Rangitikei Street plays an important role for people travelling in and out of the city centre from the North. The street links State Highway 3 to the city centre.

Views toward the city centre are dominant along this route as you approach the city travelling from the North. These views help visitors orientate themselves as they approach the city centre. The Clock Tower (and lighting at night) in particular is a key signal. View towards the Clock Tower from Rangitikei Street should be enhanced and protected to ensure that visual connections toward the city centre remain.

Strategic Development site 1 is positioned on the corner of Rangitikei Street and the Ring Road. Future development of this corner plays an important role in this entrance experience. The site brief outlines the opportunities for development on this site.

The section of Rangitikei Street between the Ring Road and King Street is proposed to be focused on both Movement and Place, enhancing the sequence of arrival into the city centre.

The most significant transformation for this Northern Connector is reconfiguring Rangitikei Street between King Street and The Square to become a 'place' focused street directly connecting into the King Street, Cuba Street and The Square.

Main Street and Transport Hub

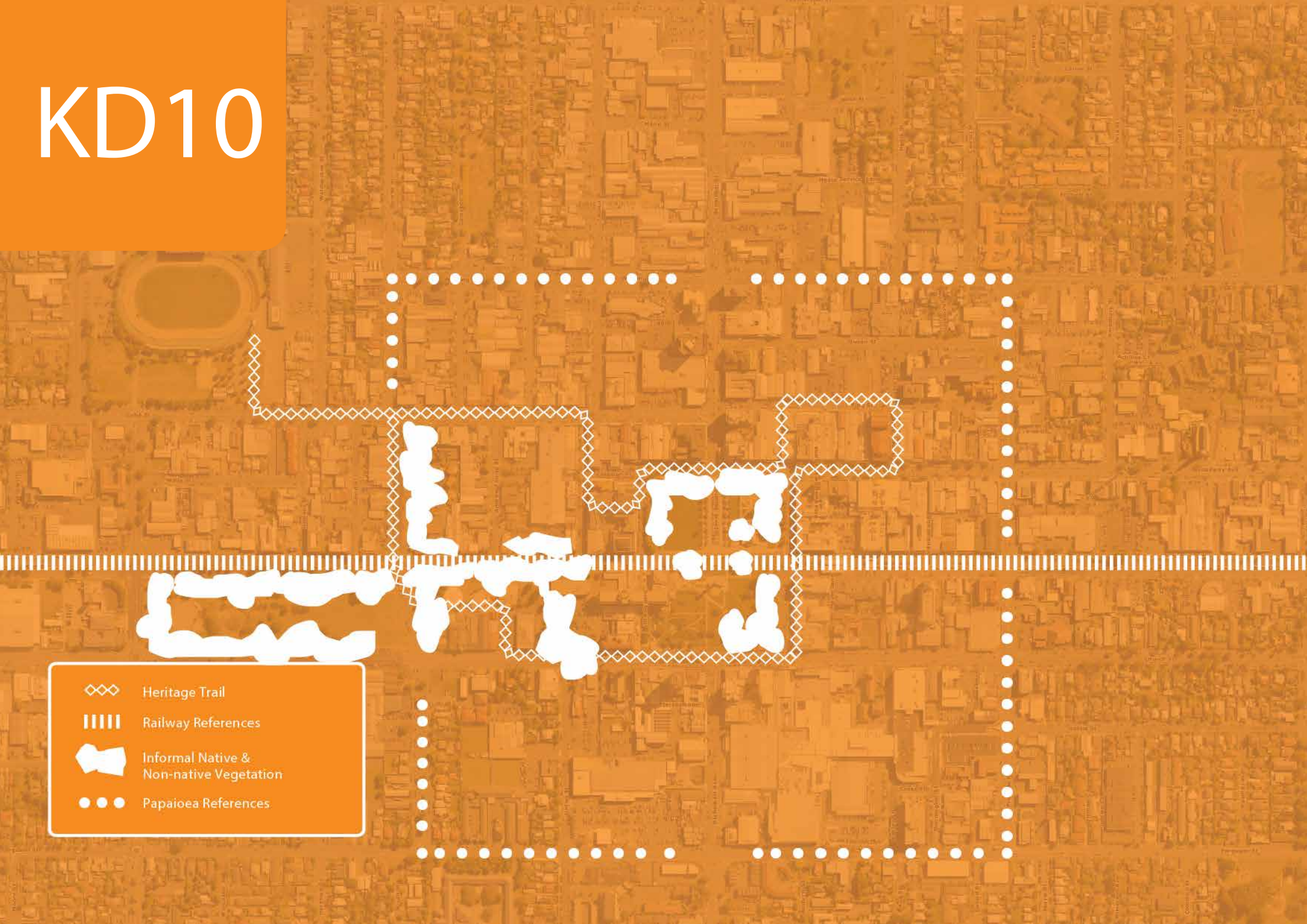
In the short-term the long distance (interregional) coach services are being consolidated to a new off street facility on Main Street. For many, this will provide a first impression of the city centre so the quality of this experience is therefore a high priority. Connections to and from the facility are an important factor as is a legible and quality pedestrian environment.

The Airport Link

The Airport is an essential element of the city's transport infrastructure and is essential to the continued operation of the city as a distribution centre. It also represents an increasing important mode of transport for the community

Ensuring there is a clear, legible and appropriate transport route to and from the airport has a crucial role in delivering a welcoming experience for visitors and residents of Palmerston North. The Ring Road and Rangitikei Street are the main ways of accessing the airport for the city centre.

KD10



-  Heritage Trail
-  Railway References
-  Informal Native & Non-native Vegetation
-  Papaioea References

Memories, Stories & Heritage

Vision

To recognise and give greater prominence to our shared Rangitāne and European heritage

Background

There have been many stories written, recorded and verbally passed on through generations about Palmerston North, Papaioea and its heritage.

Recognising and celebrating heritage within Palmerston North is an important part of delivering a city centre that has character, diversity and sense of place.

Some of the city centre's Heritage is already represented within the built form and infrastructure. Often memories and stories about a place can be found in books, on the internet or by word of mouth. However, the CCF proposes that these important stories about 'place' should be integrated into the city centre fabric. The North West Square Heritage Area¹⁰ is unique within the city centre as it contains a concentration of heritage buildings with connections to the social history of the early beginnings of the city.

These stories, old and new, can be demonstrated through literal and abstract forms within the city centre, such as interpretation boards (literal) or through planting vegetation that once occupied the land pre-human intervention (abstract).

This KD intends to celebrate a shared heritage between European and Rangitāne. It also promotes new stories to be told about the Palmerston North.



*Te Peeti Te Awe Awe Statue, The Square c 1915,
2008P_Mo21_SQU_1395*

¹⁰ District Plan Section 11.

Rangitāne and Te Marae o Hine References

In naming the local landscape the ancestors of Rangitāne animated natural areas with stories that imbued places with meaning and power. The names recall both day-to-day imperatives of the ancestors as well as great deeds and escapades. The recognition of names and meanings is therefore something to be treated with respect and sensitivity. Further, these names provide an opportunity for non-Māori to see the familiar with different cultural lenses. Often cities overlay and submerge historical settlement and bringing this to the surface can be an anchor for people to a space that previously has a sense of being anonymous.

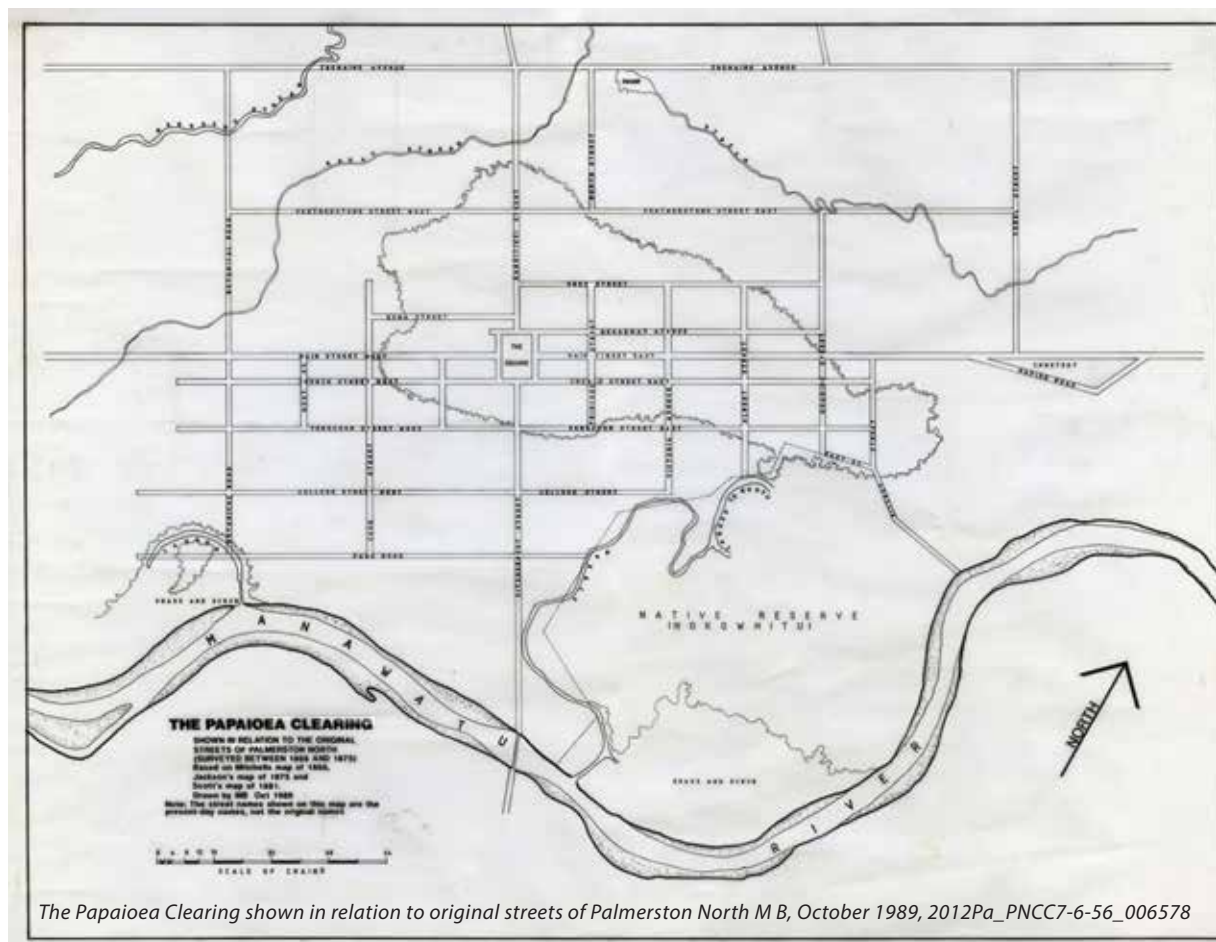
Papaioea References

Papaioea is the Māori name of the clearing in the lowland forest that became the site for the Palmerston North city centre. The name was bestowed by the Rangitāne people many generations ago to describe the appearance of the place; a sunlit place of ferns and grass set in a frame of dark forest. The clearing was about 800 acres in size and may have been a natural feature of the landscape, being too dry and stony to support heavy forest.¹¹

When the city established a Square in 1878 deliberations took place involving Rangitāne and Ngāti Raukawa with the name 'Te Marae o Hine' – Courtyard of the Daughter of Peace', being proposed by Matene Te Whiwhi from Ngāti Raukawa and accepted. The name reflected an area that was a sanctuary and was an expression of the collective hope that people of all cultures would live together in peace and harmony in the new town of Palmerston North.

During recent projects to redevelop The Square this sentiment has been recognised as a unique opportunity to express Toi Māori within the city centre and this could take a number of different physical and non-physical forms.

For example, positioning and selection of vegetation, markers or interpretation could help celebrate the potential extent to the Papaioea clearing pre-European settlement. In particular



the Ring Road to the South of the city centre and its relationship with the section of Fitzherbert Avenue and The Square. Old maps suggest that the Ring Road may have been positioned on the edge of the clearing.

It has also been recorded that, pre-European settlement, different areas within the extent of the city centre contained a variety of native tree species and vegetation. The clearing mainly consisted of ferns and grasses. To the West and the South was mainly swamp forest containing kahikatea and pukatea. To the North a large stand of totara trees stood. These

totara trees provided the first source of timber for the timber mills.

Supporting Rangitāne to create their own ways of sharing their stories and heritage, through symbols, stories and a range of artistic media will enrich the city's places.¹²

¹¹ Council and Community: 125 years of Local Government in Palmerston North 1877-2002 (Ian Matheson).

¹² A method to engage Rangitāne in city centre projects will be developed. Funding for integrating Rangitāne cultural expression will be from integrated budgets. See "Making it Happen" p88.

Heritage Trail

Palmerston North is rich in heritage and has a number of buildings, structures, places and spaces that help to inform the existing and future character of the city centre. Heritage trails are a way to help people understand the importance that heritage has on a place. The city centre Heritage Trail should link the existing key significant heritage elements. Interpretation could be done by means of guided walks, leaflets, smartphone apps or integrated information signage and references.

The CCF proposes that this Heritage Trail be developed, implemented and updated as development occurs through the city centre.

Railway References

The Square already makes references to the old railway line that once ran through the centre of The Square and city centre. There is an opportunity to strengthen and make references to where the line once ran East-West (along Main Street).

The Railway Land on Main Street West presents an excellent opportunity to celebrate the railway heritage whilst integrating it into new infrastructure and amenity.



Railway workers working on the railway line through The Square by G W Shailer c 1889 ID no.: 2008P_Tw1-16_TWH_1914



The Square looking North

Key Elements

Making a place involves careful attention to all the elements of a part of city – the city life, the built form, the street network, and the open space network.

The “what makes a great place” diagram (pg8) from Project for Public Spaces provides an existing model to apply in practice. This model ensures each aspect receives equal attention during place assessment, visioning and concept development, design, implementation, and ongoing place management and activation.

This section of the CCF makes explicit the Key Elements of built form, open space and streets in Palmerston North’s city centre. Design principles for each of these elements are also illustrated. On the other hand, an understanding of city life in a place must be gained in the public spaces with techniques such as observation, survey, engaging people, and interviewing. The examination of a place should take place as an integral part of a project. Post-project evaluations are also important after completion of project to ensure a project meets objectives and to inform ongoing place management.



Temporary ice-skating rink, The Square

Summary

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BUILT FORM NETWORK

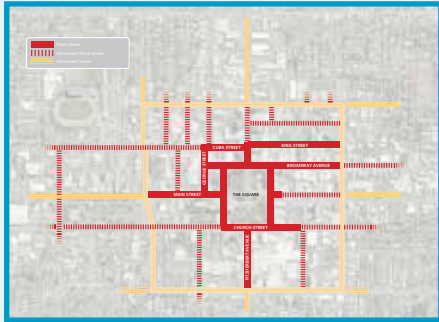
1. Design Principles
2. Strategic Development Sites



OPEN SPACE NETWORK

1. Design Principles Hard Open Space
2. Design Principles Soft Open Space
3. Design Principles Private Open Space

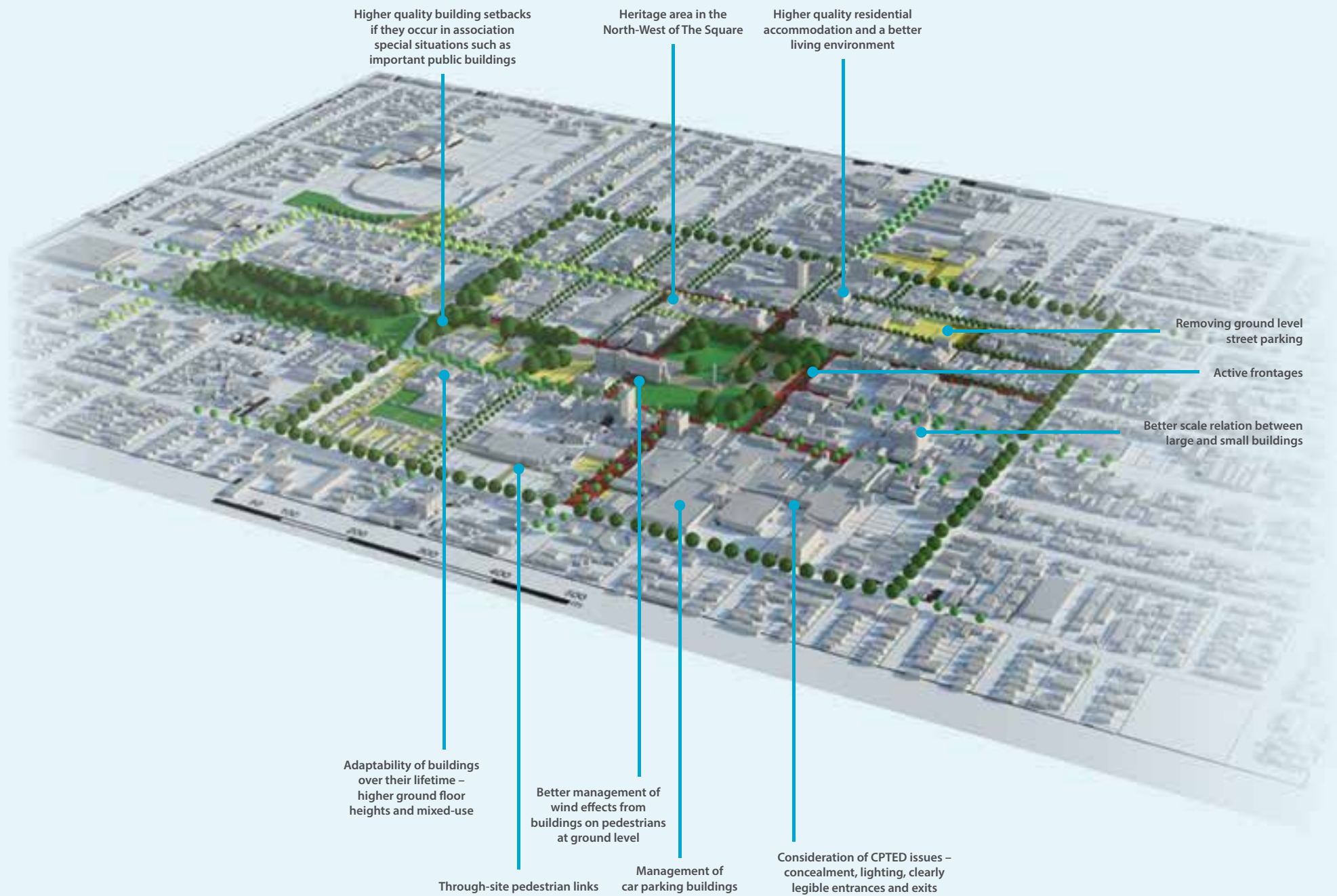




STREET NETWORK

1. Design Principles Place Street 1
2. Design Principles Place Street 2
3. Design Principles Place Movement
4. Design Principles Movement





Higher quality building setbacks if they occur in association special situations such as important public buildings

Heritage area in the North-West of The Square

Higher quality residential accommodation and a better living environment

Removing ground level street parking

Active frontages

Better scale relation between large and small buildings

Adaptability of buildings over their lifetime - higher ground floor heights and mixed-use

Better management of wind effects from buildings on pedestrians at ground level

Management of car parking buildings

Consideration of CPTED issues - concealment, lighting, clearly legible entrances and exits

Through-site pedestrian links

Built Form Network Design Principles

The buildings in the city centre are largely built to the street edge. The development pattern is generally fine grain with narrow frontages. The frontages are glazed which ensures a visual connection from properties to the street. This allows people on the street to see into shops and businesses, and allows passive surveillance of the street from properties. Corner sites within the city centre are strongly defined. Verandas cover the footpaths on most streets. The District Plan contains objectives and policies and assessment criteria that seek the general design principles and outcomes on the previous page.





Strategic Development Site
(Indicative Only)



ARENA

RANGITIKEI ST

1

WALDING ST

QUEEN ST

2

CUBA ST

7

KING ST

BROADWAY AVE

6

GEORGE ST

MAIN ST

THE SQUARE

RAILWAY LAND

5

CHURCH ST

PITT ST

4

FITZHERBERT AVE

3

FERGUSON ST

Strategic Development Sites










Strategic sites have been identified where there may be benefit in having special design guidance and/or controls in order to deliver the vision set by the Urban Design Strategy. These are shown on the Framework diagram on page 14 and the diagram on page 74. A standalone set of strategic site briefs are available for application to each site.

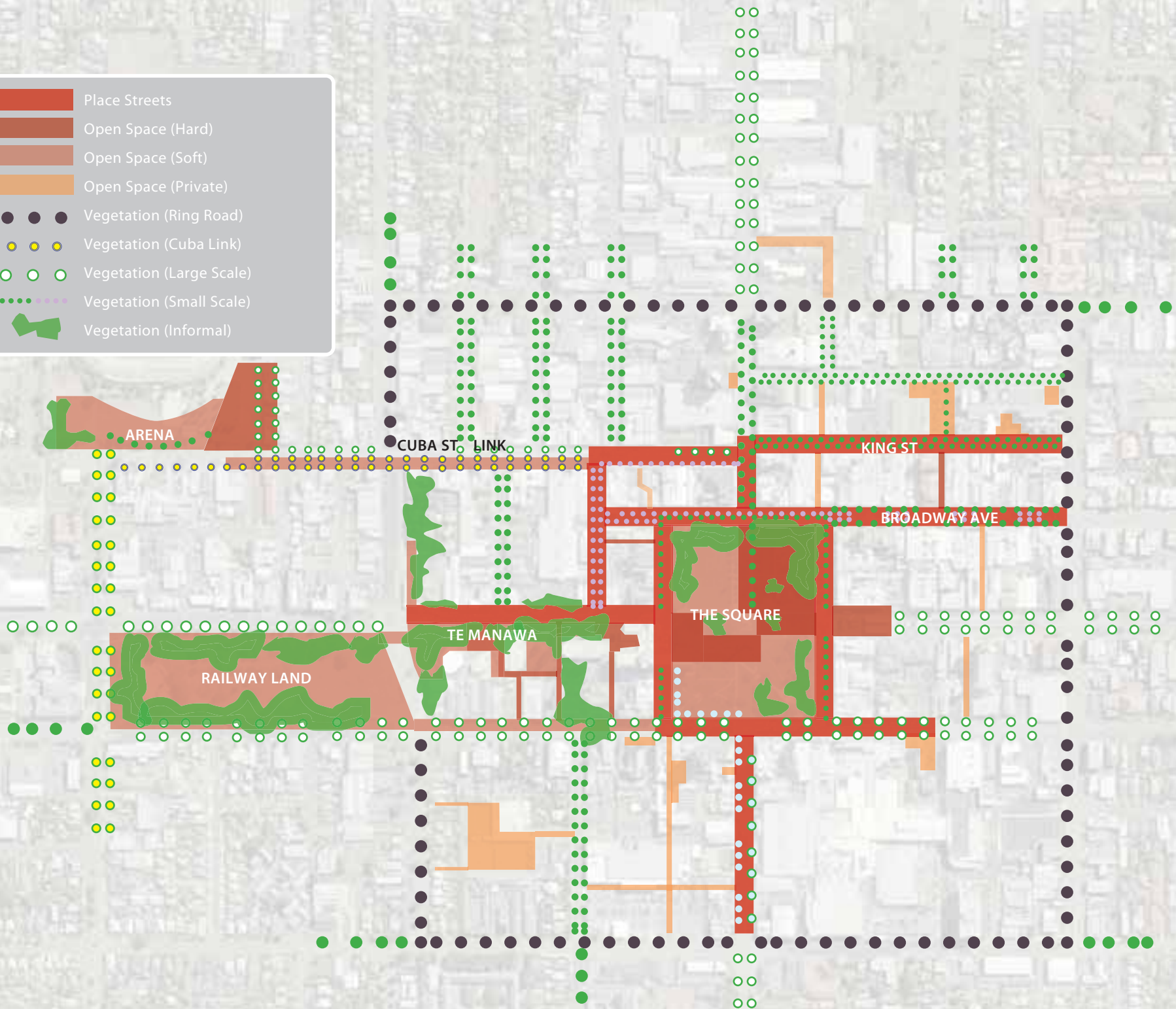
Strategic Site Selection Criteria

1. Site is visually prominent
2. Site is large
3. Redevelopment is likely
4. Current configuration is poor and repair is required
5. Offers a major opportunity for on-site enhancement
6. Development will be a catalyst for significant positive change in the vicinity
7. Brief could facilitate coordination between neighbours
8. Offers potential to achieve a significant PNCC strategic intention



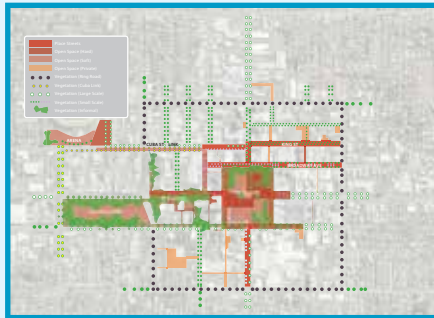
Bus terminal corner of Pitt Street and Main Street West forms part of strategic development site 6

	Place Streets
	Open Space (Hard)
	Open Space (Soft)
	Open Space (Private)
	Vegetation (Ring Road)
	Vegetation (Cuba Link)
	Vegetation (Large Scale)
	Vegetation (Small Scale)
	Vegetation (Informal)



Open Space Network

The open space network of the city centre is dominated by the large central square and the Railway land. There are smaller hard and soft open spaces throughout the city centre. The majority of these are in public ownership. The following pages illustrate general design principles for hard, soft, and private open spaces in the city centre.



OPEN SPACE NETWORK

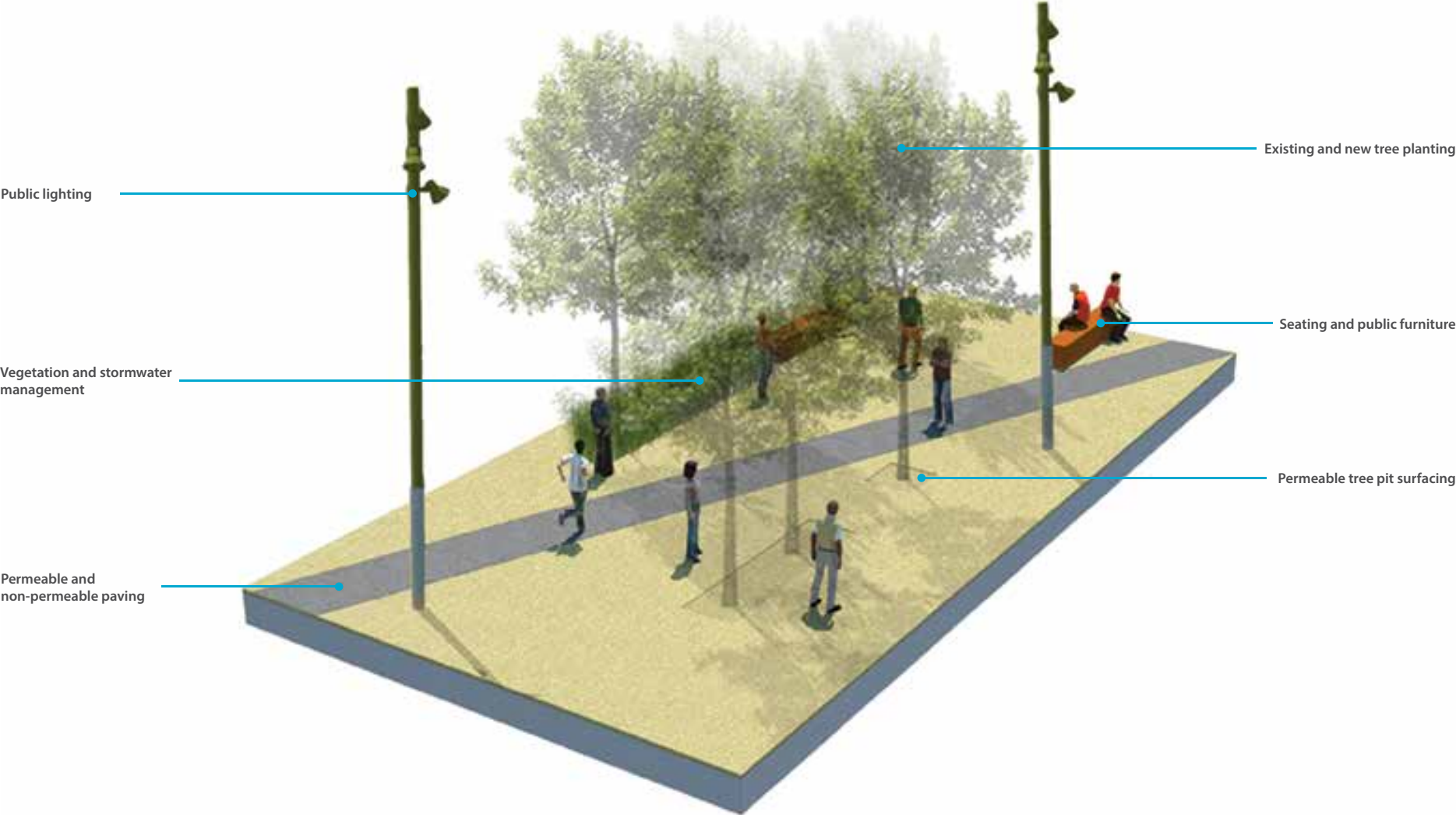
1. Design Principles Hard Open Space
2. Design Principles Soft Open Space
3. Design Principles Private Open Space



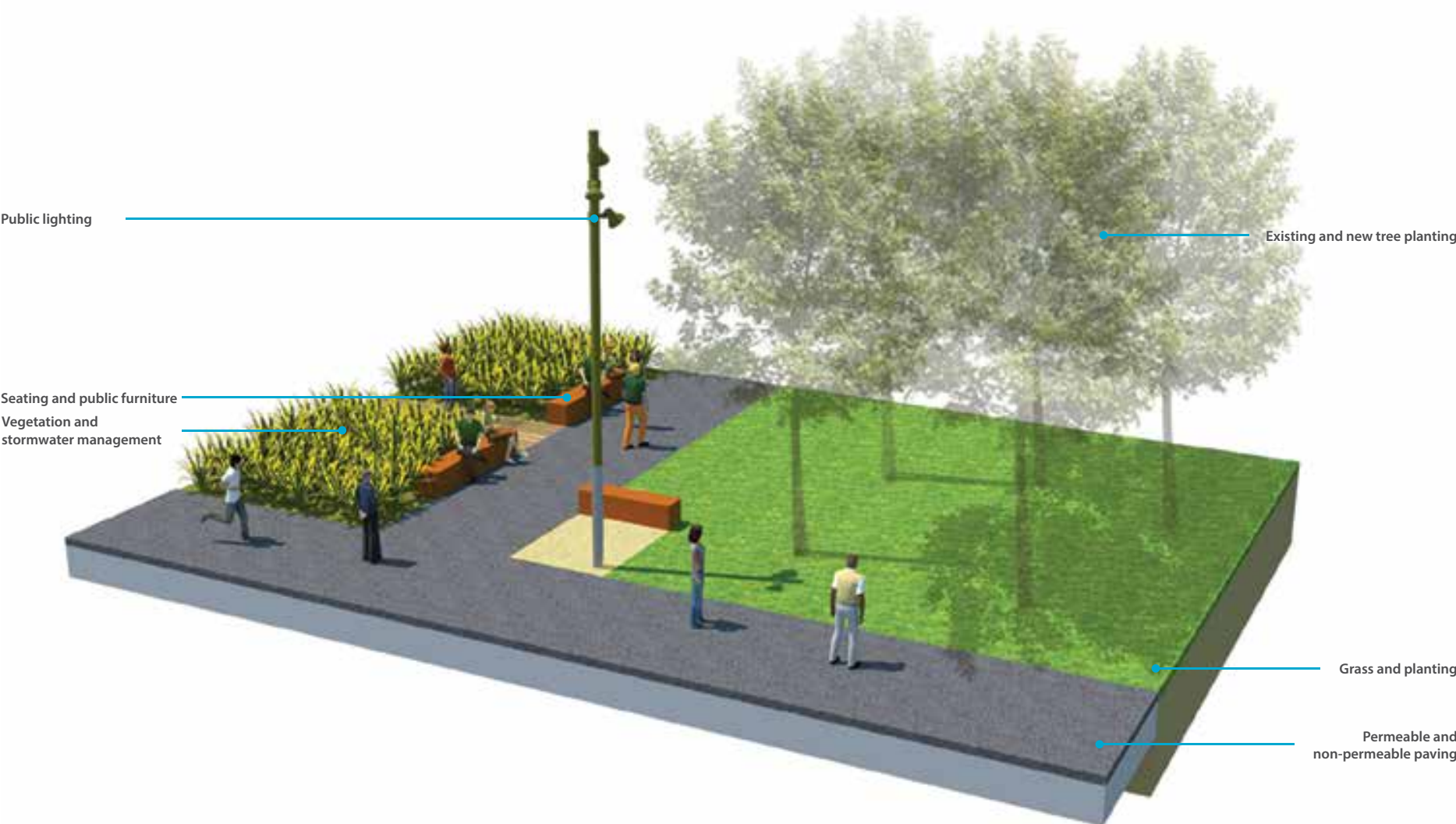
Design Principles | Hard Open Space

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CCF FOR PALMERSTON NORTH [key elements | open space network]



Design Principles | Soft Open Space



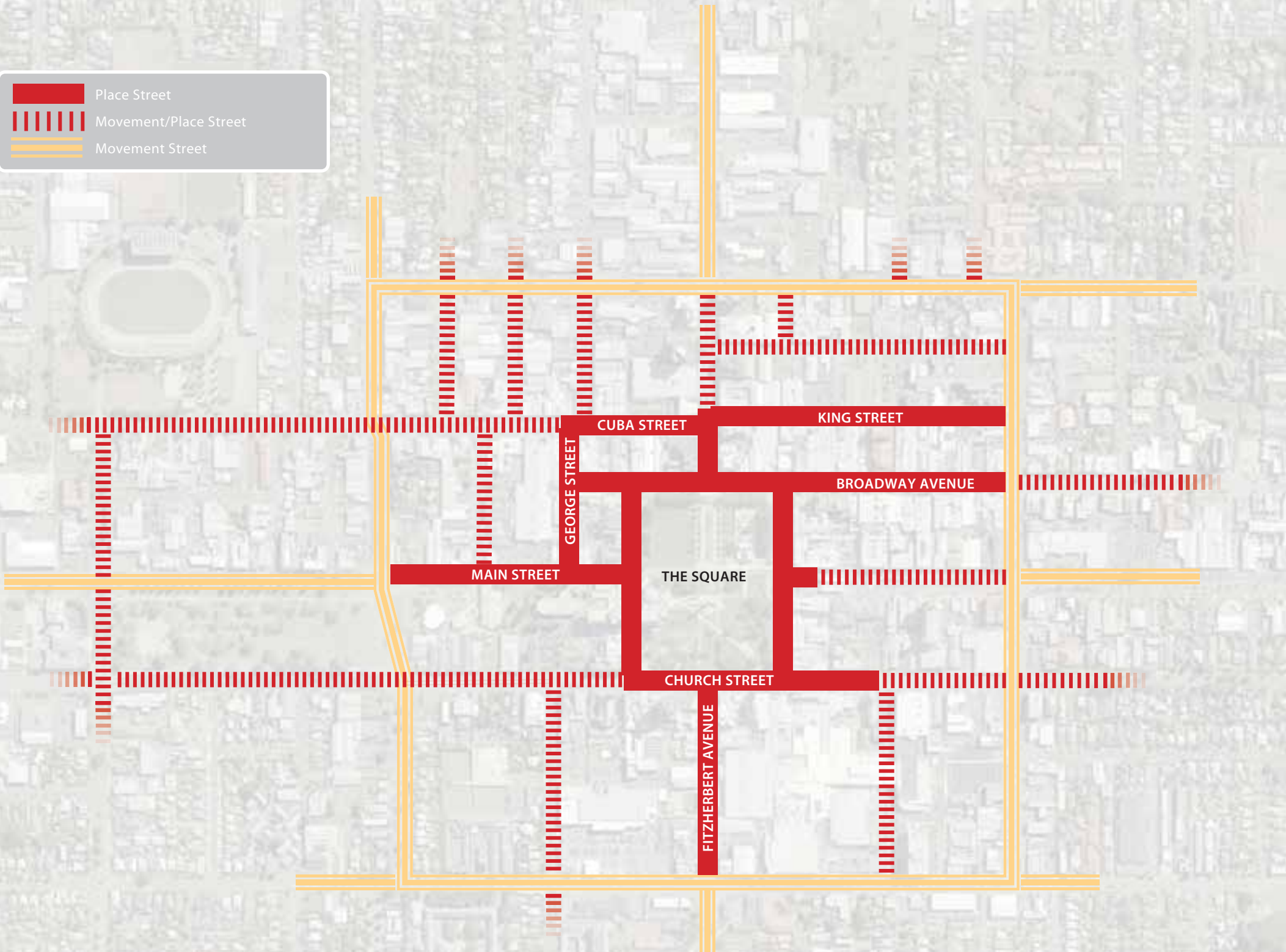
Design Principles | Private Open Space





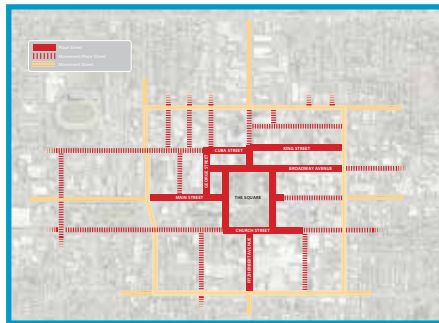
Publicly accessible private open space, London

Place Street
Movement/Place Street
Movement Street



Street Network

The street network of the city centre consists of a number of 30m wide and 20m wide streets. Main Street East is the widest of the streets at 40m. The blocks are generally shorter north to south. The blocks are longer east to west - the same alignment as the old railway corridor along Main Street and Pioneer Highway. These long blocks typically have a few lanes running north/south that provide added pedestrian permeability. The following pages illustrate the design principles for place, place/movement, and movement streets as described in KD1 – Streets for people on page 19.

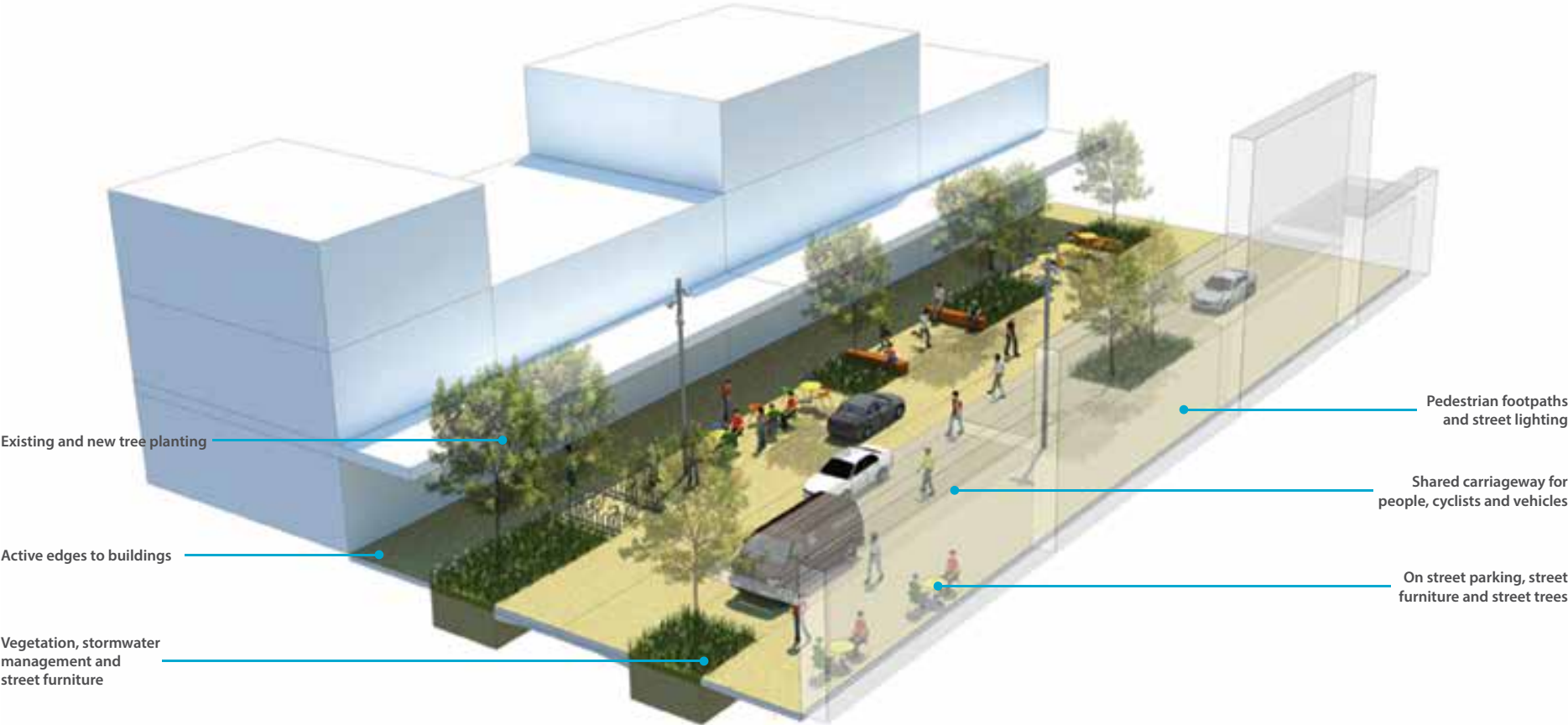


STREET NETWORK

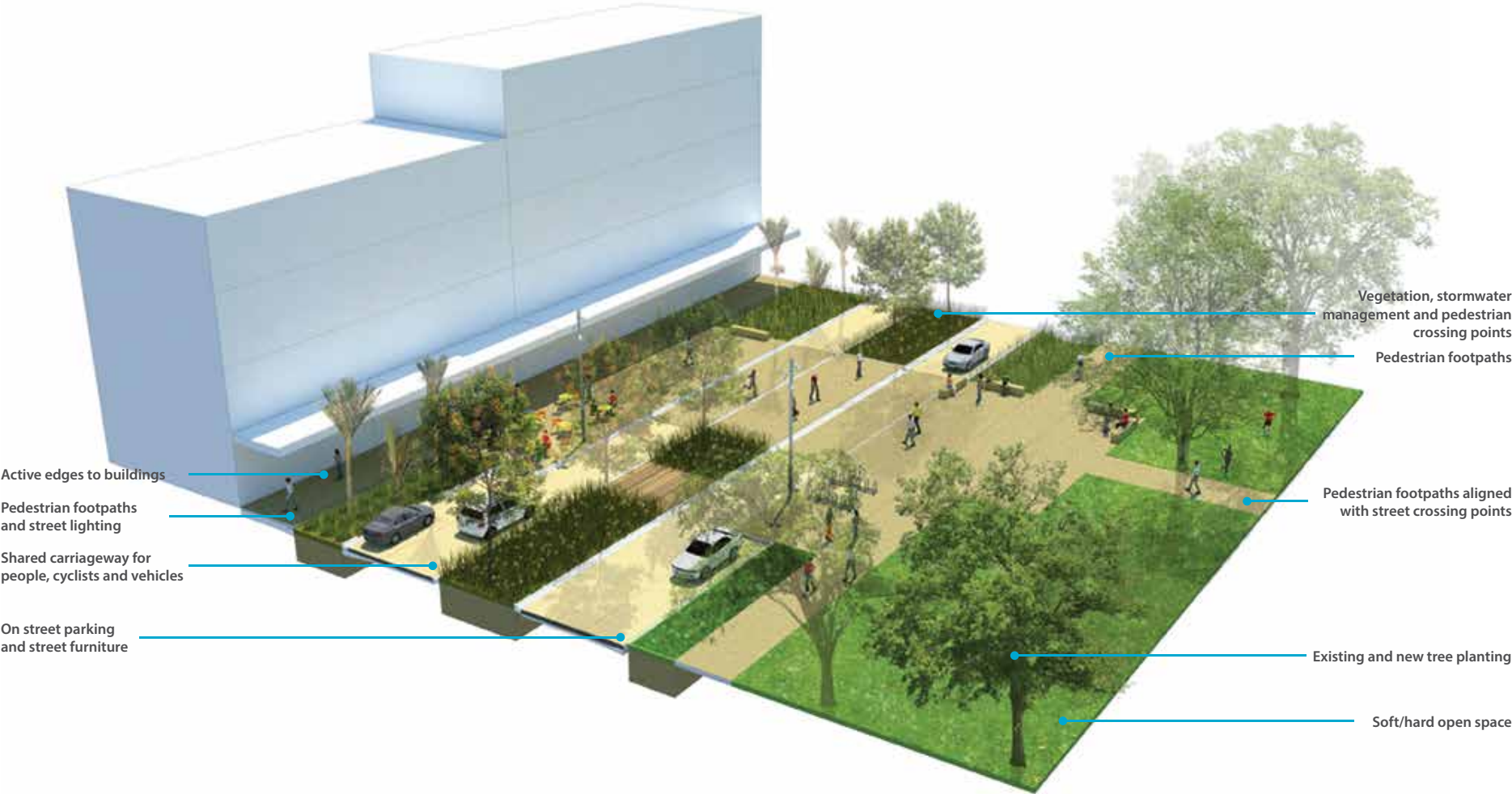
1. Design Principles Place Street 1
2. Design Principles Place Street 2
3. Design Principles Place Movement
4. Design Principles Movement



Design Principles | Place Street 1



Design Principles | Place Street 2



Design Principles | Movement/Place Street



Design Principles | Movement Street



Making it Happen

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CCF FOR PALMERSTON NORTH

[making it happen]

IMPLEMENTATION ACTIONS

- Develop technical manual
- Review existing budgets for LTP programmes and align with City Centre Framework
- Create City Centre Asset Management Plan aligned with the City Centre Framework
- Create integrated place-based budgets for all city centre projects
- Resource pre-application processes and design review for private development
- Establish and maintain relationships with owners of Strategic Development Sites
- Investigate alternative funding models to target City Centre investment in collaboration with City Centre property owners and tenants

Developing a Technical Manual

The CCF translates the vision from strategy into a cohesive approach to development that is mapped spatially. Because it does not contain the necessary detail to allow costing of projects a technical manual needs to be produced. The technical manual will cover the palette of materials for streetscape design, street furniture and lighting, and the details of which species to be used in the vegetation framework. Development of the technical manual will take place in conjunction with Long Term Plan programme 244. The technical manual will be used in the briefing and design of all city centre projects.

Currently Funded Catalyst Projects and Renewals

A number of major city centre projects are outlined in the 2012 Long Term Plan (LTP) that the CCF will immediately inform. The table on the far right outlines the current timeframe for delivery of these projects and currently allocated funding.

Many programmes have been conceptualized before preparation of the CCF, so a re-budgeting exercise will be undertaken at the next appropriate LTP process to ensure that the allocated funds are aligned with the CCF Key Directions and the details of the technical manual.



Clocktower, The Square

YEAR	PROGRAMME	DESCRIPTION	ALLOCATED FUNDING
2012/13	307	Ferguson Street (Linton Street to Pitt Street) - Road widening and traffic signal installation ¹	\$1,217,000
	292 & 846	Globe Theatre - extension of bar/cafe and additional 100-seat auditorium	\$1,840,000
2013/14		none	\$0
2014/15	243 & 876	Major upgrade of Main Bus Terminal (urban and inter-regional services)	\$9,585,000
2015/16	244	Streetscape upgrade of The Square East Side (Broadway Avenue to Plaza)	\$2,094,000
2016/17		none	\$0
2017/18		none	\$0
2018/19		none	\$0
2019/20		none	\$0
2020/21		none	\$0
2021/22	247	Streetscape upgrade of The Square South Side (Church Street, from the Plaza to Square Edge)	\$2,161,000

¹ As of January 2013 this project has not attracted the NZTA funding necessary to undertake the project.



Design and Briefing for next Asset Management Plans

The list of catalyst projects that are identified in the Key Directions of CCF and the technical manual will enable Council staff to create a standalone Asset Management Plan for the city centre. This will fill a current management gap where no clear asset management advice differentiates the approach to the city centre from other parts of the infrastructure throughout the city.

All projects for the city centre will be place-based and integrate all design elements. That is, they will relate to a specific area or street and include funding for all appropriate materials, street furniture and lighting, and vegetation.

Consideration of a coordination role or ongoing forum will be necessary to communicate and coordinate the investments in public infrastructure and property with the private sector.

Funding, prioritising and leadership

The CCF is a flexible document with a cohesive vision that illustrates the opportunities for development to occur. The catalyst projects that are described in the Key Directions of the CCF will be further scoped and developed for consideration through the next Long Term Plan process. The Asset Management Plan process provides the necessary interim step between the CCF and the LTP. Prioritisation of the projects will be made as opportunities arise for coordination with other public and private projects.

The financial position of the Council is a major driver in how quickly the catalyst projects will be delivered, and ultimately the speed at which progress is made implementing the CCF. Part of this equation is the availability of specific funding sources and increased cooperation and leadership from city centre property owners and tenants. One implementation action of the CCF is to investigate alternative funding models to target city centre investment in collaboration with city centre property owners and tenants.

Over the 10 to 20-year horizon the future LTPs will be able to react to both implementation of catalyst projects and how private development changes the built environment within the city centre. Review and update of the CCF will be a critical part of keeping the CCF live and relevant.



Strategic Development Sites and Private Development

Strategic sites have been identified where there may be benefit in having special design guidance and/or controls in order to deliver the vision set by the Urban Design Strategy. These are shown on the Framework diagram on page 14 and the built environment diagram on page 72. A standalone set of strategic site briefs are available for application to each site.

The design briefs are in addition to the central Business Zone provisions in the District Plan and/or would inform application

of those provisions. The design briefs describe opportunities, and what Council would like to see on the site and would be used as a catalyst for discussion with land owners, and to assist coordination of street works design. These briefs have been developed in parallel with the development of the CCF and will assist with implementation of the central Business Zone provisions in the District Plan.

The central Business Zone provisions in the District Plan enable Council to take a proactive approach in negotiating for quality design outcomes from private developments in the city centre. The objectives of the central Business Zone provisions collectively promote the maintenance of the Inner Business Zone as the commercial heart of the city. The Inner Business

Zone provisions recognise that a high quality public environment attracts people and consequently contributes to social vitality and commercial success of the city centre.

However, where new building development is proposed, the District Plan requires private development to contribute to a high quality public environment. Targeted rules deal with the siting, design and appearance of new buildings so that the desirable qualities of existing urban form are maintained or enhanced. The District Plan has strengthened provisions relating to street edge treatment of buildings within all parts of the Inner Business Zone and requires all activities to contribute to the quality and attractiveness of the wider street environment. This approach will impact the quality of the built environment over the long term.





Night-time lighting in The Square referencing the old railway line



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