

**PALMY**<sup>®</sup>  
2021-31



TM

**TE RAUTAKI TĀONE  
WHAKAIHIHI, TAPATAPAHI ANA  
CREATIVE AND LIVEABLE  
CITY STRATEGY**

# Ahunga rautaki



# Strategic direction





# Matawhānui Papaioea Palmerston North Vision

## He iti rā, he iti pounamu

### Small city benefits, big city ambition

Palmerston North is the heart of the Manawatū region. We are a small city with a lot to offer, and we're ambitious about where we're going.

Palmerston North has many small city advantages - a great quality of life and easy access to services. We embrace our Rangitāne o Manawatū heritage and celebrate the diversity of our communities. We know that the talents and efforts of our whole city will help create the future we want.

To fulfil the vision Council has adopted five goals and strategies.

- Whāinga 1: He tāone auaha, he tāone tiputipu  
Goal 1: An innovative growing city
- **Whāinga 2: He tāone whakaihihi, tapatapahi ana**  
**Goal 2: A creative and exciting city**
- Whāinga 3: He hāpori tūhonohono, he hāpori haumaruru  
Goal 3: A connected and safe community
- Whāinga 4: Te tāone tautaiāo  
Goal 4: An eco city
- Whāinga 5: Te Kaunihera ahunui, whakamana i te iwi  
Goal 5: A driven and enabling Council

## Whāinga 2: He tāone whakaihihi, tapatapahi ana

### Goal 2: A creative and exciting city

**Our goal is for Palmerston North to be a creative and exciting place to live. We want to offer a great lifestyle in a city that reflects the diversity of city communities.**

We want to support the arts to flourish and our cultural institutions to thrive as they respond to our communities' needs and interests. We want everyone to have opportunities to be active and to experience the advantages of a big city without hassle and cost. We understand that we will need to work with our partners to achieve our shared goals.

**Paetae: Kia eke a Papaioea ki te 65 neke atu i Te Tauine Tāone Auaha, i mua i te tau 2031**

**Target: Palmerston North scores above 65 in the Creative Cities Index by 2031**

This Creative and liveable city strategy describes Council's 10-year plan vision for Goal 2.

Three plans sit beneath this strategy and describes Council's activities for the first three years of the 2021-2031 10-Year Plan: **Active communities, Arts and heritage** and **City shaping**.

## Kupu whakataki Introduction

### Oranga hāpori Community wellbeing

The purpose of local government is to promote the social, economic, environmental, and cultural wellbeing of communities in the present and for the future. The Creative and liveable strategy focuses on the cultural wellbeing of our communities, although we intend that this strategy will impact on all aspects of wellbeing.

### He tāone whakaihihi, tapatapahi ana Creative and liveable city

Palmerston North has already made some important steps towards creating an environment where liveability underpins city planning and decision making. We acknowledge the vital role of the city centre in shaping city perception and understand how the design of our public spaces can lead to better community outcomes. We know that our city's diversity is a strength, and that we need to provide arts, recreation, play and events opportunities that meet a broad range of needs.

Our goal is to continue to move to a more creative city-making approach<sup>1</sup> for Palmerston North. This strategy sets out our five priorities to be a creative and liveable city.

<sup>1</sup> Landry, Charles (2007). *The art of city-making*.



## Ngā tino Priorities

1. He waihanga i te tāone me ōna wāhi papai mō te katoa

Create a city that has great places for all people

### Te waihanga tāone Citymaking

Citymaking provides many opportunities to develop a more creative and liveable city. Cities around the world are trying to turn around decades of disjointed city planning to provide better outcomes for communities. Council is well positioned to connect local groups and sectors to maximise the collective impact of both public and private projects. We want to maximise the impact of citymaking projects by working with our partners towards shared goals.

We will:

- Promote multidisciplinary working on Council and community projects to drive outcomes that deliver on multiple Council objectives
- Implement City shaping plan actions in partnership with other agencies

See the **Citymaking chapter** of the **City shaping plan** for more detail.

### Pokapū tāone City centre

The city centre plays a key role in creating the perception of any city. A successful city centre creates places that people can connect to emotionally. Some New Zealand city centres have been weakened by mall-development in outlying areas, suburban sprawl, and natural constraints. Palmerston North has a stable city centre, supported by the retention of The Plaza and Downtown Shopping Centre, the centre-based office and retail hierarchy within the District Plan, the compact nature of the city, and investment in quality public space design. However, our city centre has potential to become more vibrant with more accessible and welcoming places for people.

To support our city centre we will design public spaces that are pedestrian-friendly, intimate, and that support social interaction. The new Business Improvement District (BID) will promote city centre improvements. We have further opportunities to curate successful places through hardware (infrastructure) and software (people and events), rather than waiting for them to emerge naturally. We will emphasise place-based infrastructure design and support community-led place-based activations in the city centre.

We will:

- Implement the City Centre Streetscape Plan to increase city centre vibrancy and improve the perception of the city

See the **City centre chapter** of the **City shaping plan** for more detail.

### Te waihanga wāhi tūmatanui Placemaking

The Project for Public Space describes great public spaces as accessible, comfortable, providing opportunities to socialise, and where people are engaged in activities. Placemaking is a community-based approach for the creation of public space. It provides opportunities for community leadership and participation.

In Palmerston North Placemaking started by promoting simple ideas such as moveable furniture, planter boxes, parklets and outdoor dining. With growing community leadership, placemaking has expanded and people have begun to take the lead to help define the identity of places within the city. We will continue supporting landowners and tenants, to invest in activities that reinforce place identity. Although the city centre will remain the focus of placemaking activities, other placemaking opportunities exist in suburban centres, parks and streets. We want to co-create more opportunities for placemaking with our partners. We will strengthen then the links between placemaking and our other objectives, such as promoting active communities and developing accessible streetscapes.

We will:

- Provide seed funding and support for people to lead public space projects to develop accessible, active, comfortable and social public places

See the **Placemaking chapter** of the **City shaping plan** for more detail.

2. He whakanui i te hītori me te kanorautanga o te tāone, me te whakapakari i tōna pai hei kāinga mō ngā ahurea me ngā reo maha

Celebrate the city's history and diversity, and build on the strength of being a city of many cultures and languages

### Ngā taonga tuku iho Heritage

Our city heritage includes places, objects, stories, memories and traditions. The heritage of the city contributes to our identity and sense of belonging. Retention and celebration of the city's heritage is crucial in shaping the character of the city. We have opportunities to share and celebrate local history through the delivery of Council services.

We want the history and aspirations of Rangitāne o Manawatū to be expressed in the city landscape and to work with Rangitāne to protect significant sites. We want to provide opportunities for the community to use and appreciate the value of heritage buildings. We will make expressions of cultural heritage more visible in our landscape, for example, by affirming the significance of military heritage to the city.

We will:

- Work closely with Rangitāne o Manawatū to support it to be kaitiaki of its heritage places and to increase the wider community's understanding and appreciation of Rangitāne o Manawatū heritage
- Promote and celebrate local history
- Invest in cultural heritage buildings and places to give the community the opportunity to use and appreciate their heritage values

See the **Heritage chapter** of the **Arts and heritage plan** and the **Connected communities plan** for more detail.



3. He waihanga i te tāone auaha, he poipoi, he whakanui anō i ngā toi

Be a creative city that nurtures and celebrates the arts

### Ngā toi Arts

‘The arts’ refer to expressions of creativity, and encompass craft and object art, visual arts, ngā toi Māori, Pacific arts, theatre, dance, literature, music and film. The arts bring the city to life, challenge ideas, and generate excitement about future possibilities. Communities of identity, interest and place express cultural identity through the arts; for example, by coming together to design a neighbourhood mural or to perform a traditional dance.

Our city is home to artists, community groups and organisations who are passionate about being part of a creative city. Many people work in arts-related jobs, and city organisations rely on people with creative skills. Many of the region’s key arts facilities are based in Palmerston North, such as Te Manawa, Regent on Broadway, Square Edge and Centrepont Theatre, New Zealand’s only provincial professional theatre company. The city is also the host city for the National Young Performer Awards.

The opportunity to participate in the arts contributes to all aspects of health; te whare tapa whā. The city needs the arts to attract people and help make Palmerston North a creative and interesting place to be. We want to support artists and the arts community to co-ordinate activities, promote their work, encourage cooperation and share information. We want to make the arts a more central focus of Palmerston North.

We will:

- Provide support to community organisations, cultural Council-Controlled Organisations and individuals to help make Palmerston North a creative and exciting city
- Maintain and enhance cultural facilities that provide a range of opportunities for people to access and participate in the arts

See the **Arts chapter** of the **Arts and heritage plan** for more detail.

4. He whakaū i te rongonui o te tāone hei tāone whakihiihi, he nui ōna mahi ā-rēhia i ngā pō, i ngā mutunga wiki hoki

Develop a national reputation as an exciting city with plenty to do at night and on weekends

### Ngā takunetanga me ngā taiopenga Events and festivals

Events and festivals provide opportunities for the community to gather, to be entertained, and to participate in new experiences.

We classify events as:

- Local: events providing social benefits for residents, with the potential for growth
- Programmed: the core business for many of the region’s venues e.g. theatre and museum programmes
- Major: large-scale events which attract significant benefits for the city through interest, profile or visitation [refer to the Economic development plan under Goal 1]
- Iconic: events that attract national interest and define Palmerston North’s identity

Events and festivals contribute to several of our strategic goals. We want to bring economic benefits to the city through major events and connect our communities through local, programmed and iconic events. Because these events contribute primarily to other goals, details of related actions are described elsewhere.

See the **Events and festivals chapter** of the **Connected communities plan** and the **Economic development chapter** of the **Economic development plan** for details of the actions we will take to provide and support events and festivals.



5. He whakatenatena i te kori tinana kia eke ki tua atu i hapori kē i Aotearoa

Be one of the most active communities in New Zealand

### Hapori whakahohe Active communities

People are generally healthier and happier in places where decision-makers prioritise physical activity. Being active contributes to includes all aspects of health, te whare tapa whā. The most common reasons adults in the Manawatū region give for taking part in sport and recreation are enjoyment, and fitness and health.

Palmerston North people consider that there are many opportunities to be active in our community<sup>2</sup>. The city has more than 170 reserves and sports fields to enable and encourage active communities. Central Energy Trust Arena (CETA) is the city’s sports and events hub and provides a variety of indoor and outdoor venues. The Lido Aquatic Centre, Freyberg Community Pool and Splashhurst provide opportunities for competitive swimming, learn-to-swim, and recreation. There are many other recreation facilities and opportunities provided throughout the city by schools, Massey

University, private providers and membership clubs.

We recognise the importance of play and informal recreation alongside organised and formal sports opportunities. We want to continue to support our communities to be more active in whatever ways they choose. We will ensure that recreation planning is responsive to community needs and is a co-ordinated city approach.

We will:

- Provide a wide range of accessible and well-maintained play, active recreation and sports facilities to increase levels of physical activity and participation in sport and active recreation and meet a diverse range of local communities. (Note: these facilities are city reserves, suburb reserves, local reserves, sports fields, the Central Energy Trust Arena, walkways and shared paths, and swimming pools)
- Work in partnership with external recreation organisations, and facility providers, to help increase levels of participation in play, active recreation and sport

See the **Active communities plan** for more detail.

<sup>2</sup> Palmerston North City Council. (2019). Residents’ Survey.



## Te mahitahi me Rangitāne o Manawatū Rangitāne o Manawatū partnership

Council will work in partnership with Rangitāne o Manawatū and:

- collaborate on city development and placemaking opportunities
- reflect the significance of historic and cultural places and features, such as Te Marae o Hine - The Square, in the cityscape
- ensure Rangitāne o Manawatū history and aspirations are expressed in the landscape of the city, for example, through art in the Streets for People upgrades
- involve Rangitāne o Manawatū early in major active community projects, including the development of parks and reserves
- protect iwi sites of significance
- co-manage some reserves
- ensure Rangitāne o Manawatū history and aspirations are expressed in the city landscape
- protect cultural concepts, values, practices and the taonga of Rangitāne
- provide for diverse expressions of Toi Māori which acknowledge and celebrate Māori culture and artistry

## Te ine i te angitutanga Measures of success

Council will monitor these measures of success and report on these through the City Dashboards:

- Measurement on the Creative Cities Index
- Participation in the arts
- Heritage buildings retained and strengthened
- Street engagement
- Attendance at events
- Sites of significance to Rangitāne o Manawatū protected
- Performance against national benchmarks for swimming pool provision, parks area and sports grounds
- Availability of publicly accessible playgrounds and opportunities for leisure
- Use of Central Energy Trust Arena indoor facility
- People who meet physical activity guidelines



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Our north arrow draws directly from “North” in our city’s name. An upward arrow perfectly symbolises our ambition for a city that’s smarter, continually growing and evolving, innovating, collaborating and finding enlightened ways to work with nature.