

WHANGAREI CITY CENTRE PLAN

2017



WHANGAREI
DISTRICT COUNCIL





Whangarei City Centre is the heart of our District and is a place for all of us.

It has traditionally been the focal point for shopping and economic activities, servicing both our local communities as well as the wider rural areas. However, the city centre now faces a number of challenges due to changes in retail, vacant properties and poor connectivity.

This plan identifies those changes and establishes key outcomes and transformational moves which will be a catalyst for bringing our city centre to the forefront. These transformational moves will build on our existing qualities and capitalise on new opportunities to form a vibrant, attractive and experience driven centre for our District.

Photo: aerial photograph looking south-east of the city centre, 1967



What is the...

Whangarei City Centre Plan?

Planning for Whangarei's future begins with the Whangarei City Centre Plan. This plan is a shared strategic vision for Whangarei City Centre over the next 30 years.

The Whangarei City Centre Plan is structured around key outcomes stating what we want our city centre to be. This plan identifies transformational moves which are the fundamental changes that assist in delivering the key outcomes.

The key outcomes and transformational moves are supported through a design-led process which has used the knowledge of our business community and building owners, as well as expertise from Council.

The Whangarei City Centre Plan will inform future land use planning through our District Plan. It will identify future projects and outline where more detailed design thinking is required. Fundamentally, the Whangarei City Centre Plan will present a common vision for our city centre, shared by our Council, the community, business owners, land owners and potential developers.

Background photo: view of the city centre from Parihaka

Process...



Contents

ii	Abstract- Whangarei City Centre
	Introduction
iv	What is the Whangarei City Centre Plan?
v	Whangarei City Centre Plan Process
01	Mayor's Foreword Plan in Brief
02	Key Outcomes
04	Where does this plan fit in?
05	Business Sector Workshops
06	Whangarei City Centre Today
08	Past, Present & Future Projects & Opportunities
10	Qualities
12	Weaknesses
14	Connectivity & Walkability
16	Transformational Moves
18	Transformational Move 1: City Core
19	City Core short, medium and long term actions
22	Transformational Move 2: Movement Networks
23	Movement Networks short, medium and long term actions
26	Transformational Move 3: Strategic Sites
27	Strategic Sites short, medium and long term actions
28	Transformational Move 4: Inner City Living
29	Inner City Living short, medium and long term actions
30	Transformational Move 5: Quality Design
31	Quality Design short, medium and long term actions
34	Transformational Move 6: Waterfront
35	Waterfront short, medium and long term actions
36	Transformational Move 7: Entranceways
37	Entranceways short, medium and long term actions
38	Tactical Urbanism
40	Glossary

Background photo: Te Matau ā Pohe Bridge

Mayor's Foreword



It gives me great pleasure to introduce Whangarei District Council's City Centre Plan.

This visionary document sets out our plan for breathing new life into the city centre and ensuring its place as the heart of our district. In creating it we talked to property owners, retailers and the community as well as drawing on best urban design principles.

Whangarei was officially made a city in 1964 and since then retail, hospitality and professional services have dramatically changed and evolved. This plan is about developing our city centre into a bustling, thriving activity hub - where people will want to live, work and play - now and long into the future. Take some time to read the whole document and enjoy!

Imai

5 Key Outcomes

7 Transformational Moves

56 Actions

Plan in brief...



KEY OUTCOMES

The Whangarei City Centre Plan is structured around five key outcomes. These key outcomes form the vision of the city centre over the next thirty years.



OUTCOME 1 Experience

In thirty years the city centre will be a busy and vibrant city centre with a range of retail, entertainment, arts and cultural facilities that offer a unique and authentic experience.



OUTCOME 2 Connectivity

In thirty years the city centre will be an easily accessible and safe city centre that is well connected to our surrounding district centres.



Photo: view of city centre from Parihaka, February 2016



OUTCOME 3 Living

In thirty years the city centre will be a vibrant city centre community with a choice of homes, services and amenities to meet resident's changing needs.



OUTCOME 4 Employment & Education

In thirty years the city centre will be a dynamic and innovative city centre which attracts success through job creation, knowledge and economic transactions.



OUTCOME 5 Design

In thirty years the city centre will be renowned for its exciting, unique and well designed buildings and spaces for work and relaxation.

Where does the plan fit in?

Whangarei District Growth Strategy
(Sustainable Futures 30/50)

WHANGAREI CITY CENTRE PLAN

Key Projects
(20/20 Momentum)

Precinct Plans
(Hihiaua)

Strategic Documents
(Blue/Green Network)

District Plan

Regulatory
(Bylaws)

Long Term Plan

The Whangarei City Centre Plan will connect our key projects and strategies

Background photo: Kotuitui Whitinga Bridge

"Dent Street is a big barrier between the city centre and Town Basin. Connectivity is key."

"Whangarei needs an identity – authentic and meaningful for visitors, not generic."

"We need to get people to live in the city centre to reinvigorate the space through mixed use development."

An opportunity to set...

THE FUTURE DIRECTION OF OUR CITY CENTRE

As part of the Whangarei City Centre Plan process, council staff held three business sector workshops with the business community and property owners of Whangarei city centre. Great ideas were presented which resonated with our team. This process was an integral part in the creation of the plan, and we would like to continue to work collaboratively with this community.



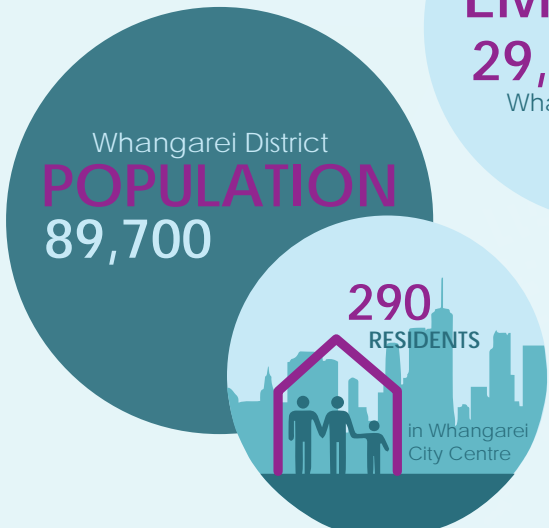
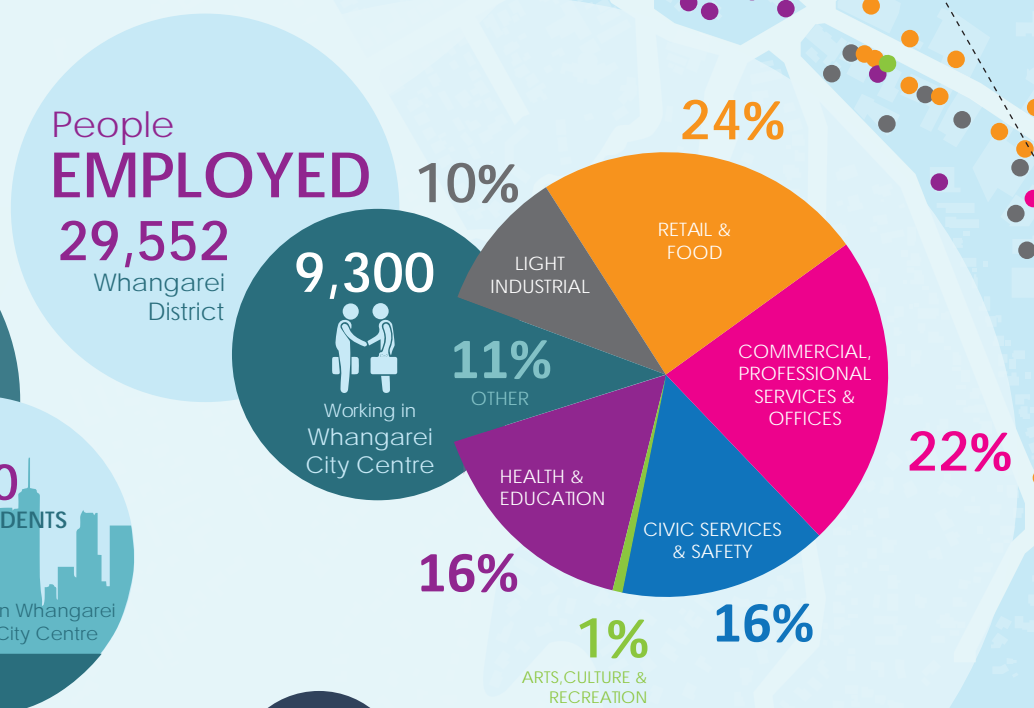
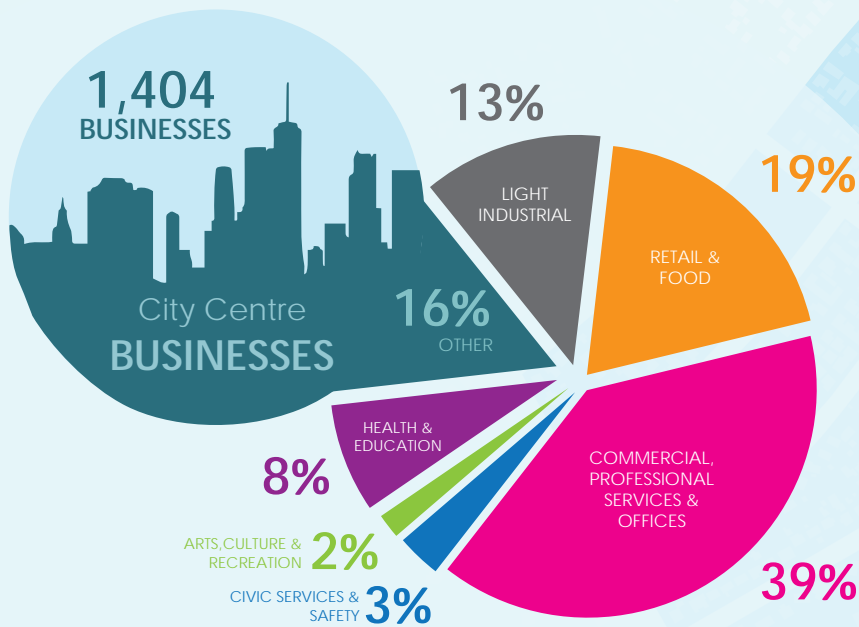
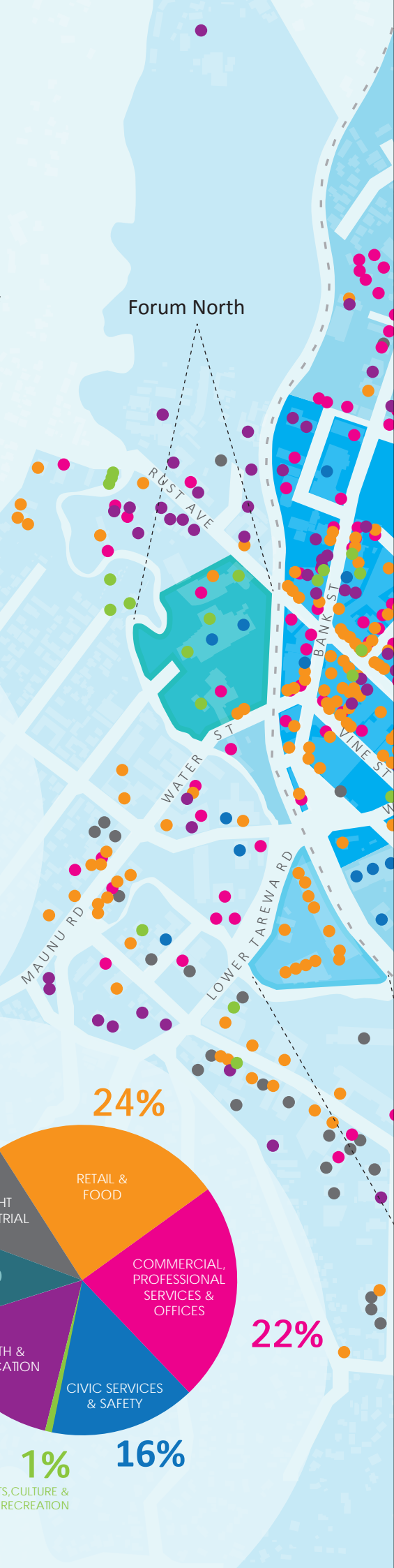
3 WORK SHOPS



60 BUSINESSES / LAND OWNERS

Whangarei City Centre Today...

The Whangarei city centre is a large area covering approximately 174 hectares made up of a retail centre, the waterfront, large pockets of retail trade, a civic area, big box commercial sites, an events centre, green spaces and natural features. Businesses are spread widely across the city centre, which creates fragmented connections and issues between these areas. Very few people live in the city centre, but a third of the people that are employed in the District, work in the city centre. During the weekdays, it is busy and bustling, but the night time and weekends are generally inactive.



Key Areas

- City Core
- Large Format Retail
- Art, Cultural, Recreational Facilities
- City Frame
- Waterfront

Activities

- Retail, Entertainment, Café's & Restaurants
- Commercial, Offices & Professional Services
- Civic Services & Safety
- Health & Education
- Arts, Culture & Recreation
- Light Industrial



Past, Present & Future Projects & Opportunities

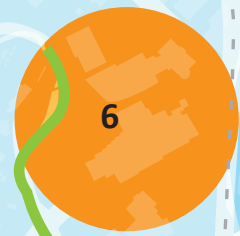
In the past decade, several large-scale projects have been completed in the city centre, adding to its character and contributing to its revitalisation. The future projects and opportunities from 20/20 Momentum have had widespread community feedback (2015) and are incorporated into creating the Whangarei City Centre Plan.

LEGEND

- 1 Whangarei Aquatic Centre
- 2 Toll Stadium
- 3 Riverbank Theatre
- 4 Town Basin
- 5 Cameron Street Mall / Laneway
- 6 Forum North
- 7 Canopy Bridge
- 8 Kotuitui Whitinga
- 9 Te Matau ā Pohe
- 10 Pocket Park
- 11 Jetty
- 12 Hatea Loop
- 13 Laurie Hall Park
- 14 Art / Sculpture Park
- 15 Blue / Green Network
- 16 Carpark to Park Future Project
- 17 Pohe Island Future Project



Laurie Hall Park



Cameron Street Mall / Laneway

Risk of working in isolation

The Whangarei City Centre Plan aims to bring these existing projects and future opportunities together to ensure all destinations are working towards the same common goal of revitalisation of our city centre.

Canopy Bridge



Town Basin



Hatea Loop



Kotuitui Whitinga



13

1

16

7

4

5

14

12

3

15

17

8

10

11

2

9

9



Pocket Park



Te Matau ā Pohe

Okara Shopping Centre

City Core

Town Basin

What are our... Qualities?

Traditionally our city centre has had a focus on commercial activity. The changing nature of retail to large format and online shopping has affected how people behave and there is a shift to visit our city centres for more than a retail experience. This is reflected in our city centre qualities which have a focus on arts, recreation, events, culture, restaurants, theatres and nightlife.







Our environment and the connection to it was also highlighted as a significant quality within our city centre.

We have excellent green spaces but they are often disconnected, isolated and underutilised.



LEGEND

-  Hatea Loop
-  Other River Walks
-  Parihaka
-  Public Spaces & Facilities
-  Green Spaces
-  Waterfront Activities & Resting Points
-  Café's & Restaurants

Public Spaces & Facilities

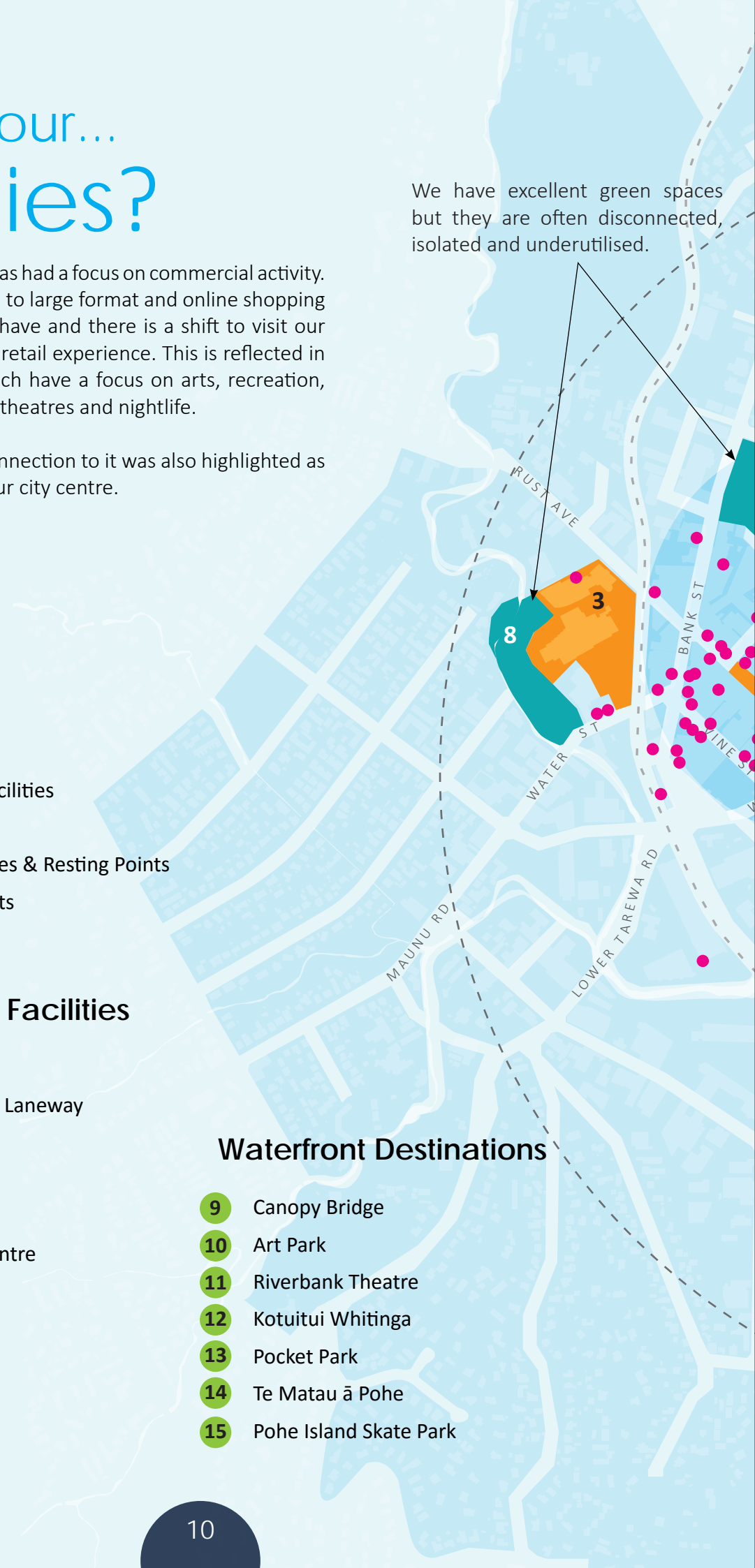
-  1 Town Basin
-  2 Cameron Street Mall / Laneway
-  3 Forum North / Library
-  4 Toll Stadium
-  5 Cobham Oval
-  6 Whangarei Aquatic Centre

Open Spaces

-  7 Laurie Hall Park
-  8 Cafler Park

Waterfront Destinations

-  9 Canopy Bridge
-  10 Art Park
-  11 Riverbank Theatre
-  12 Kotuitui Whitinga
-  13 Pocket Park
-  14 Te Matau ā Pohe
-  15 Pohe Island Skate Park



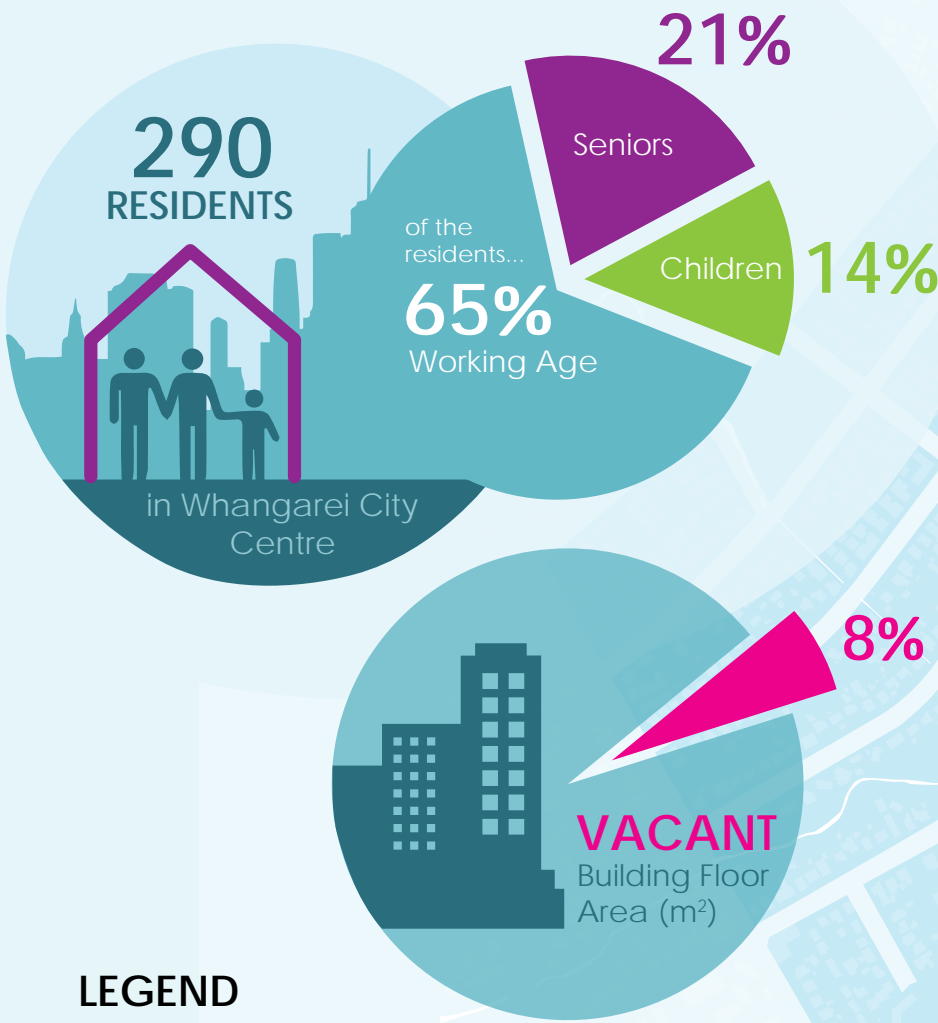


The Hatea Loop has been a very successful catalyst project and brings experience, attracting locals and visitors to the area and connecting people to the environment.

This circle indicates that you can walk the length of our city centre within approximately 15 minutes (1200m). However, the lack of connectivity and poor walkability makes this difficult.

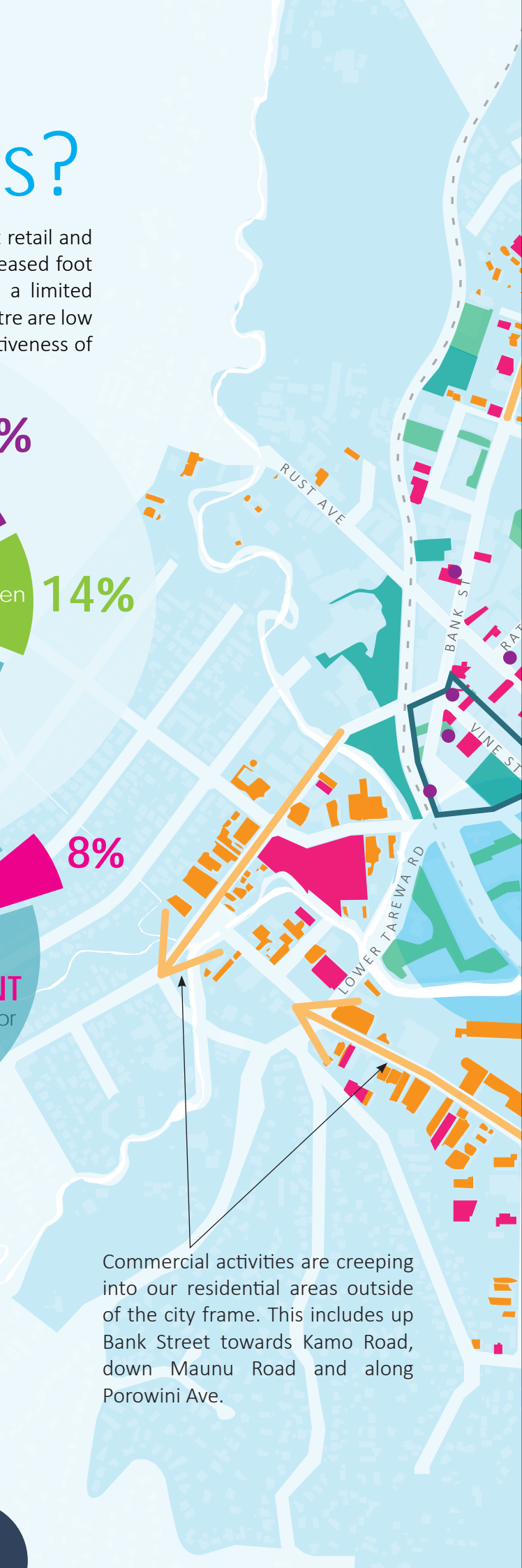
What are our... Weaknesses?

The changes in the city centre have resulted in vacant retail and office spaces. This change has flow on effects of decreased foot traffic, and a subsequent lack of vibrancy, including a limited night time and weekend economy. Parts of the city centre are low quality and rundown, which affects the general attractiveness of the central city area.



LEGEND

- Inner City Living
- Low Amenity Areas / Poor Quality Buildings
- Commercial Sprawl
- Vacant Lots
- Public Carparking
- Private Carparking
- Orphaned Spaces



Commercial activities are creeping into our residential areas outside of the city frame. This includes up Bank Street towards Kamo Road, down Maunu Road and along Porowini Ave.



Certain areas within our city centre are considered orphaned, where characteristics such as low amenity, lack of activity, and poor quality buildings exist.

Public and private carparks are scattered throughout the city centre and are often difficult to navigate.

Our city lacks high quality inner city living. This in turn creates a lack of after hour activity, night time economy and passive surveillance which could help our city feel lively and vibrant. Development also needs to meet the requirements of the Building Act and Code which can present challenges for inner city living and the conversion of existing buildings into apartments.

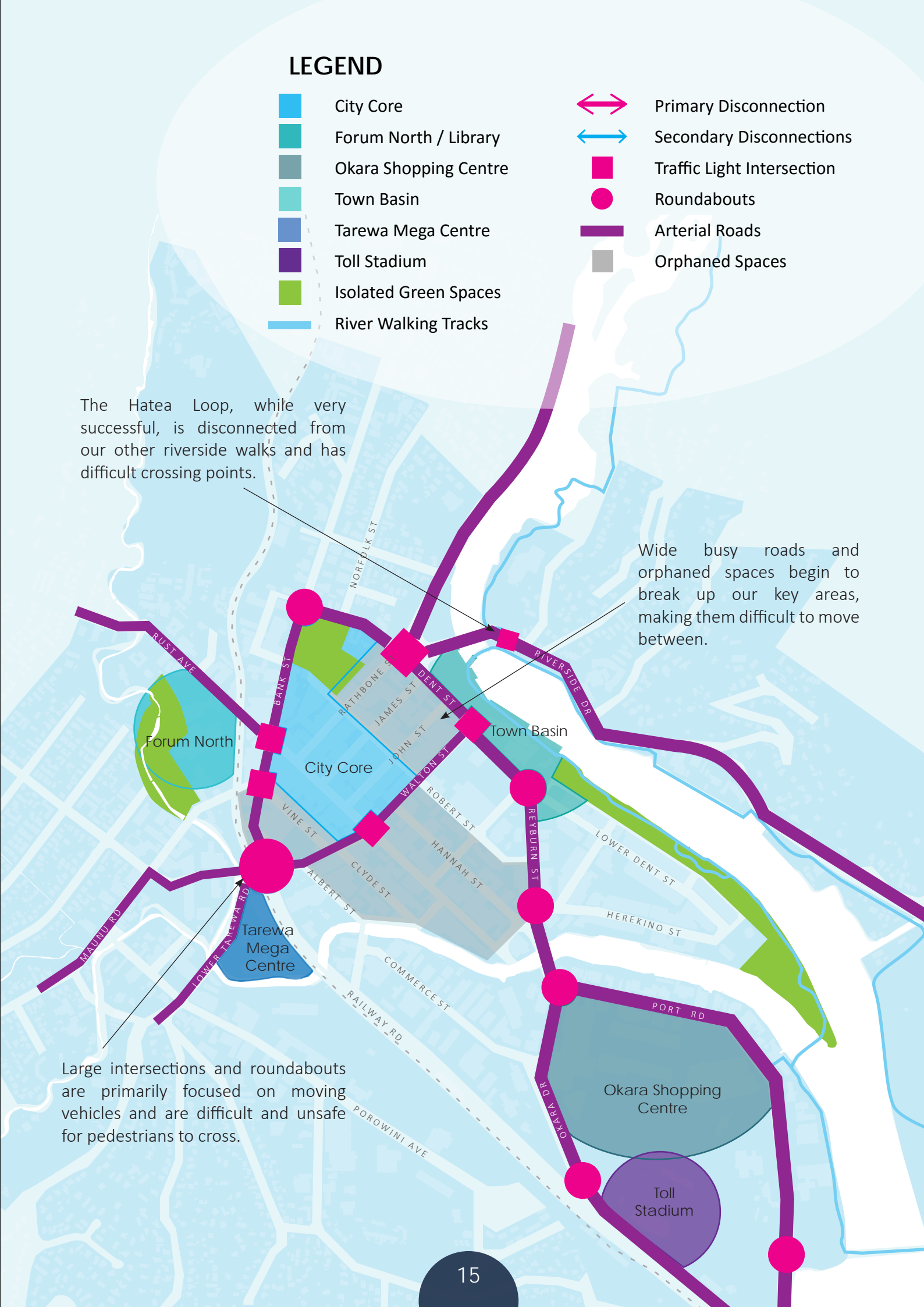
LEGEND

- City Core
- Forum North / Library
- Okara Shopping Centre
- Town Basin
- Tarewa Mega Centre
- Toll Stadium
- Isolated Green Spaces
- River Walking Tracks
- Primary Disconnection
- Secondary Disconnections
- Traffic Light Intersection
- Roundabouts
- Arterial Roads
- Orphaned Spaces

The Hatea Loop, while very successful, is disconnected from our other riverside walks and has difficult crossing points.

Wide busy roads and orphaned spaces begin to break up our key areas, making them difficult to move between.

Large intersections and roundabouts are primarily focused on moving vehicles and are difficult and unsafe for pedestrians to cross.



TRANSFORMATIONAL MOVES

The transformational moves outlined below are the fundamental changes needed to achieve the key outcomes. Each transformational move is made up of a collection of short, medium and long term actions.

1 **City Core**
Develop an experience focused and pedestrian friendly city core.

2 **Movement Network**
Create a balanced movement network for pedestrians, cyclists and vehicles along Walton Street, Cameron Street and Dent Street.

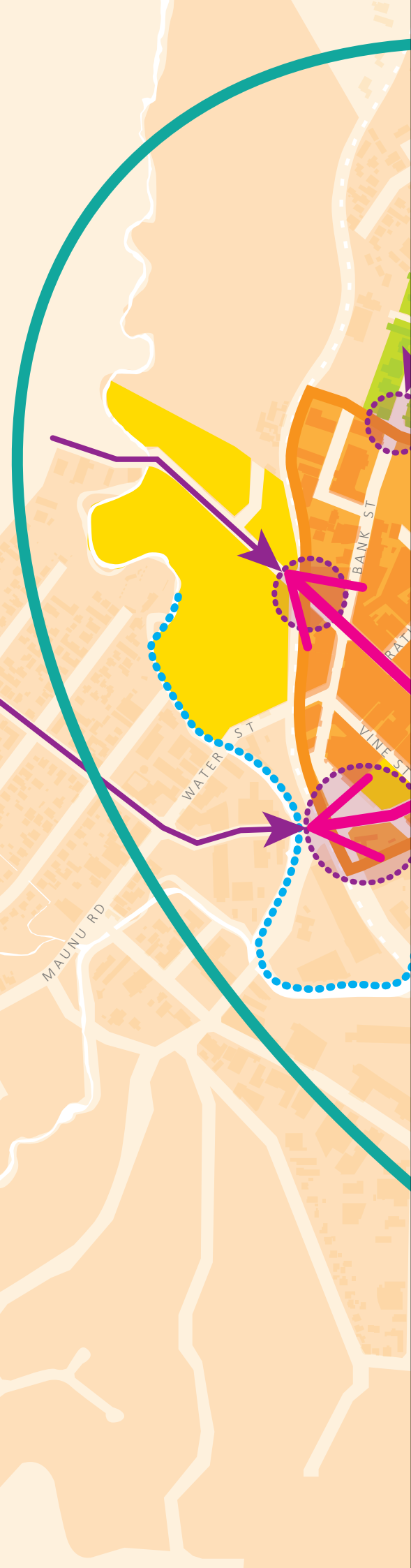
3 **Strategic Sites**
Identify strategic development sites to be catalysts for change.

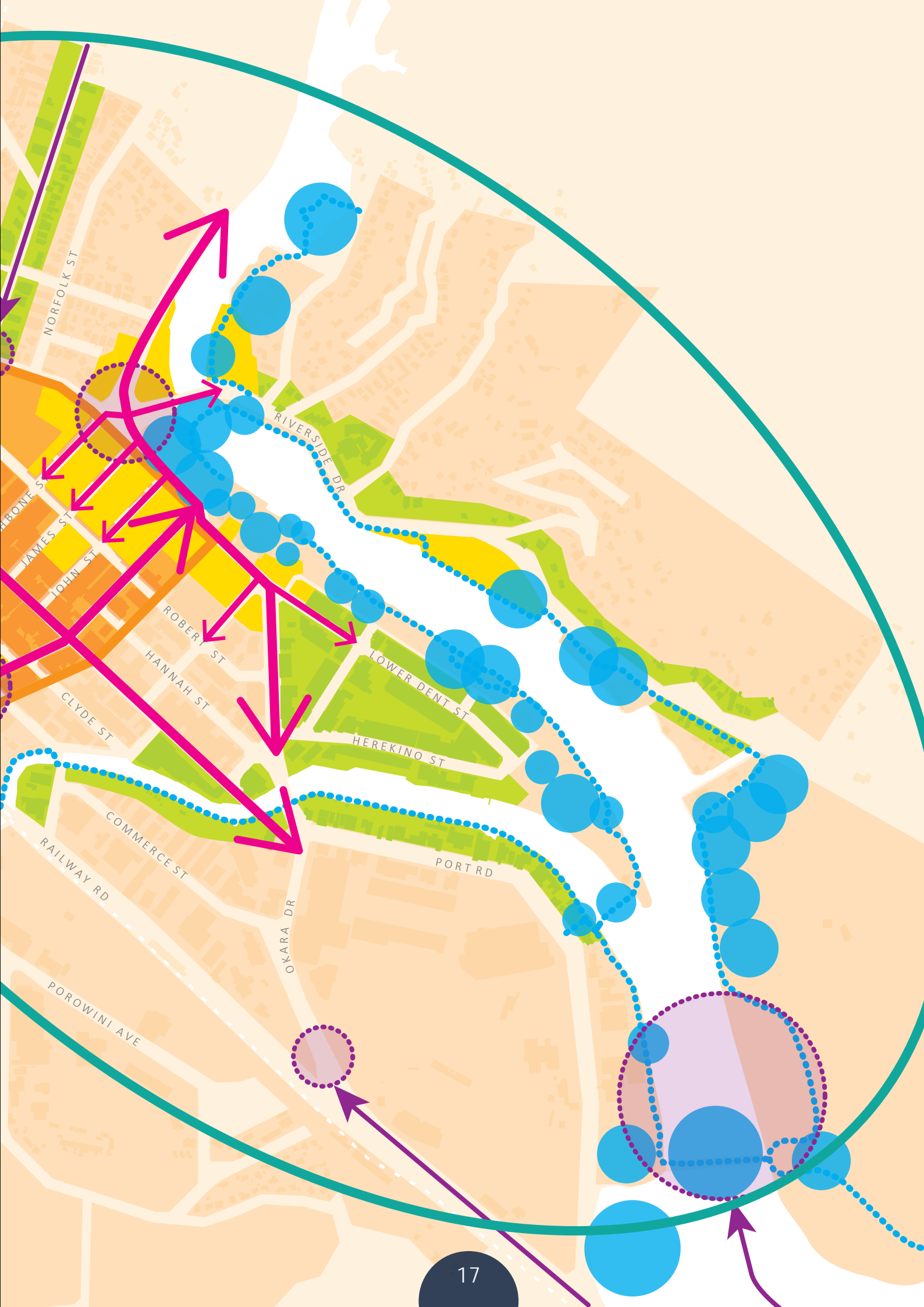
4 **Inner City Living**
Enable inner city living to create a vibrant urban community.

5 **Quality Design**
Ensure quality design is delivered across all our public spaces and private development.

6 **Waterfront**
Maximise the use of our waterfront as a key destination and focus for redevelopment.

7 **Entranceways**
Create attractive entranceways at key locations to promote the city centre and its identity.





1

City Core

Develop an experience focused and pedestrian friendly city core.

Traditionally the city core has been the centre for retail, but with the changing nature of retail the city core will also be a hub for activities and experiences.



LEGEND

-  City Core Precinct Area
-  Streetscape / Site Improvements
-  Green Spaces / Green Links
-  Intersection Improvements
-  Railway Underpass Connection
-  1 Vine Street Carpark
-  2 Hatea Drive Carpark
-  3 Water Street Carpark
-  4 Laurie Hall Park
-  5 Rose Street Triangle

Investigate options for traffic light phasing at pedestrian crossings to prioritise pedestrians and encourage walkability.

TRAFFIC LIGHT PHASING



Pedestrians crossing the Queen Street / Wellsley Street intersection, Auckland

Prepare a detailed precinct plan for the city core to be used as a tool for future land use planning, guide development, urban design and set a brief for future projects.

CITY CORE PRECINCT PLAN



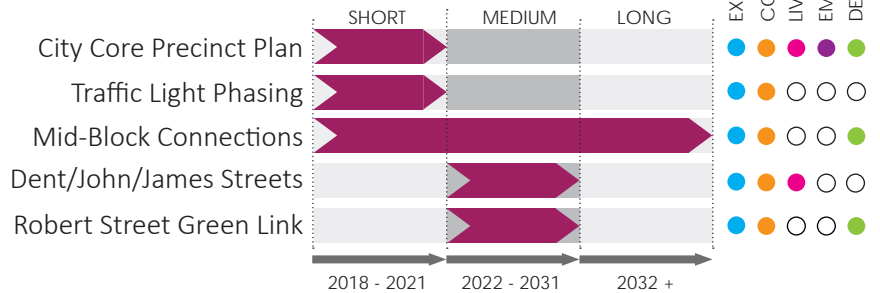
Investigate and encourage site-through links to break up our large city blocks and improve connectivity.

MID-BLOCK CONNECTIONS

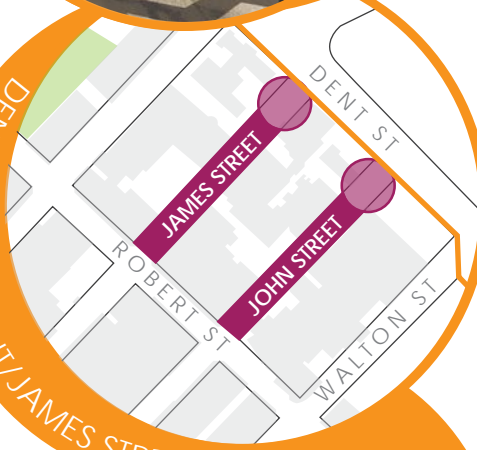


Eva Street Laneway Wellington

ACTIONS



DENT/JOHN & DENT/JAMES STREETS

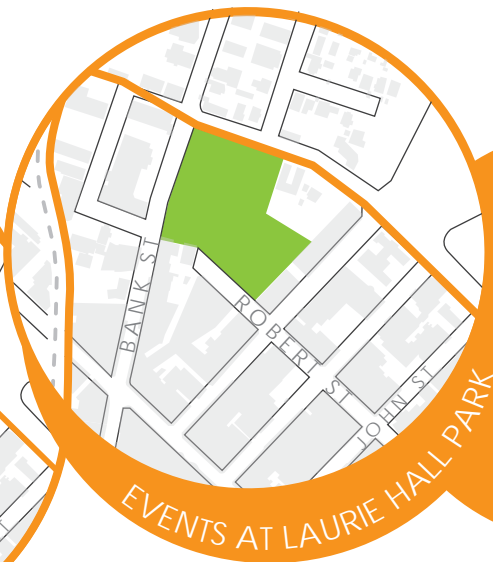
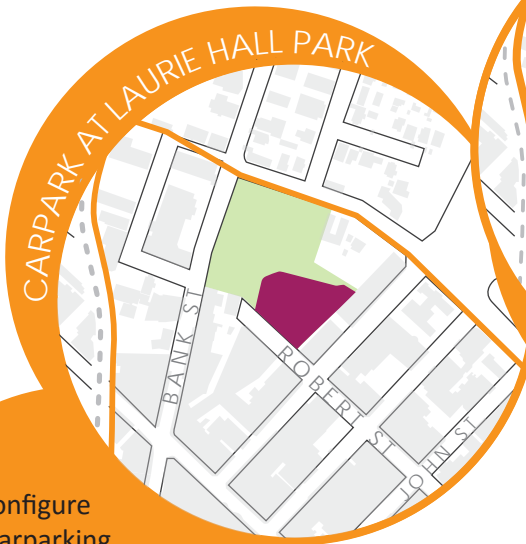


Review vehicle access between Dent/James Street and Dent/John Street to make it easier for pedestrians and create more opportunities for activities and events.

Upgrade Robert Street with a focus on plantings to create a green, balanced movement corridor connecting Laurie Hall Park through the City Core.



ROBERT STREET GREEN LINK

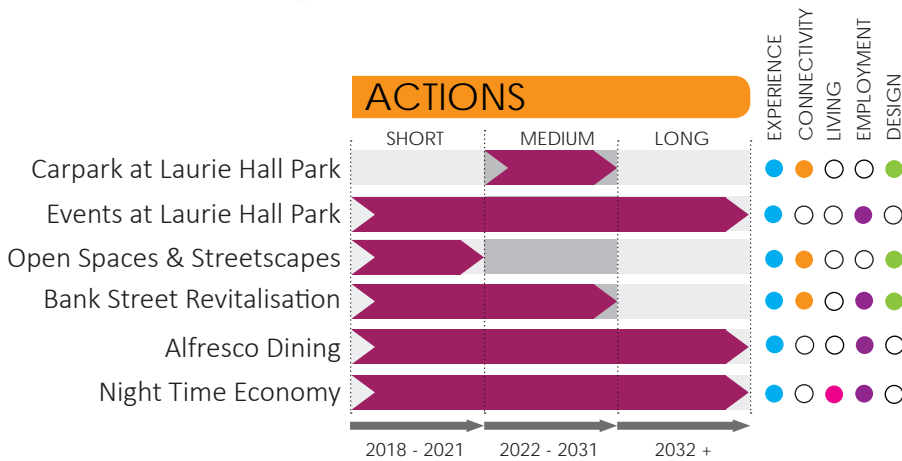


Promote Laurie Hall for events by initiating temporary carpark closures and providing appropriate infrastructure for activities.

Reconfigure the carparking within Laurie Hall Park to improve the usability of this space and connection between the park and the central retail streets.

OPEN SPACES & STREETSCAPES

Complete an Open Space & Streetscape Strategy to set the standard of streetscape needed within the city core. The standard will include design and usability.



BANK STREET REVITALISATION

Continue to work with the Bank Street Revitalisation Group to implement streetscape improvements along Bank Street. Work with Kiwi Rail to improve on the existing community garden site.

NIGHT TIME ECONOMY

Implement the [Weekend and Night Time Economy Strategy](#).



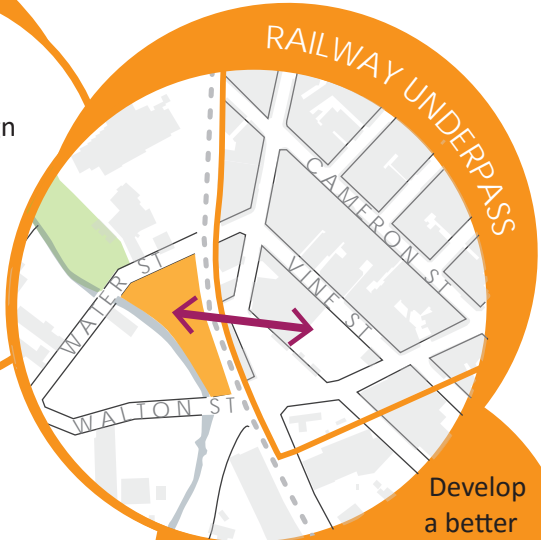
Alfresco Dining, Laneway, Cameron Street, Whangarei

ALFRESCO DINING

Continue to encourage Alfresco Dining in the city core ([Alfresco Dining Policy](#)).

DISTRICT PLAN & URBAN DESIGN

Review the District Plan to include urban design principles promoting good design across all public and private development.



RAILWAY UNDERPASS

Develop a better connection from Water Street Carpark to city core through an underpass beneath the railway embankment.

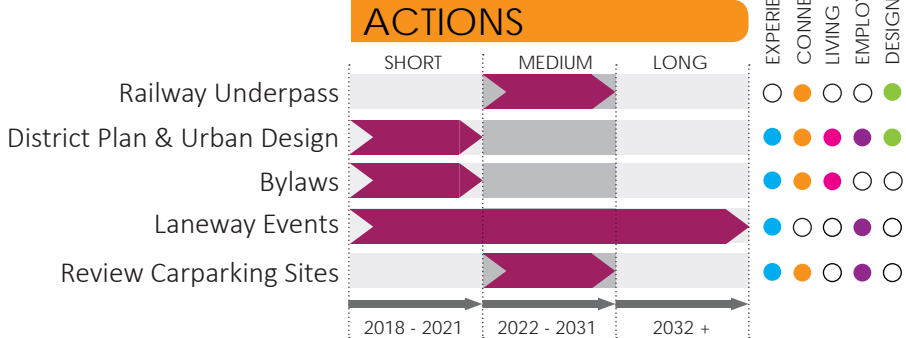
BYLAWS

Review bylaws to encourage a vibrant and liveable city core.



LANEWAY EVENTS

Facilitate a programme of events and activities with local businesses along the Laneway to entice a broad range of people to the street, both inside and outside of business hours.



REVIEW CARPARKING SITES

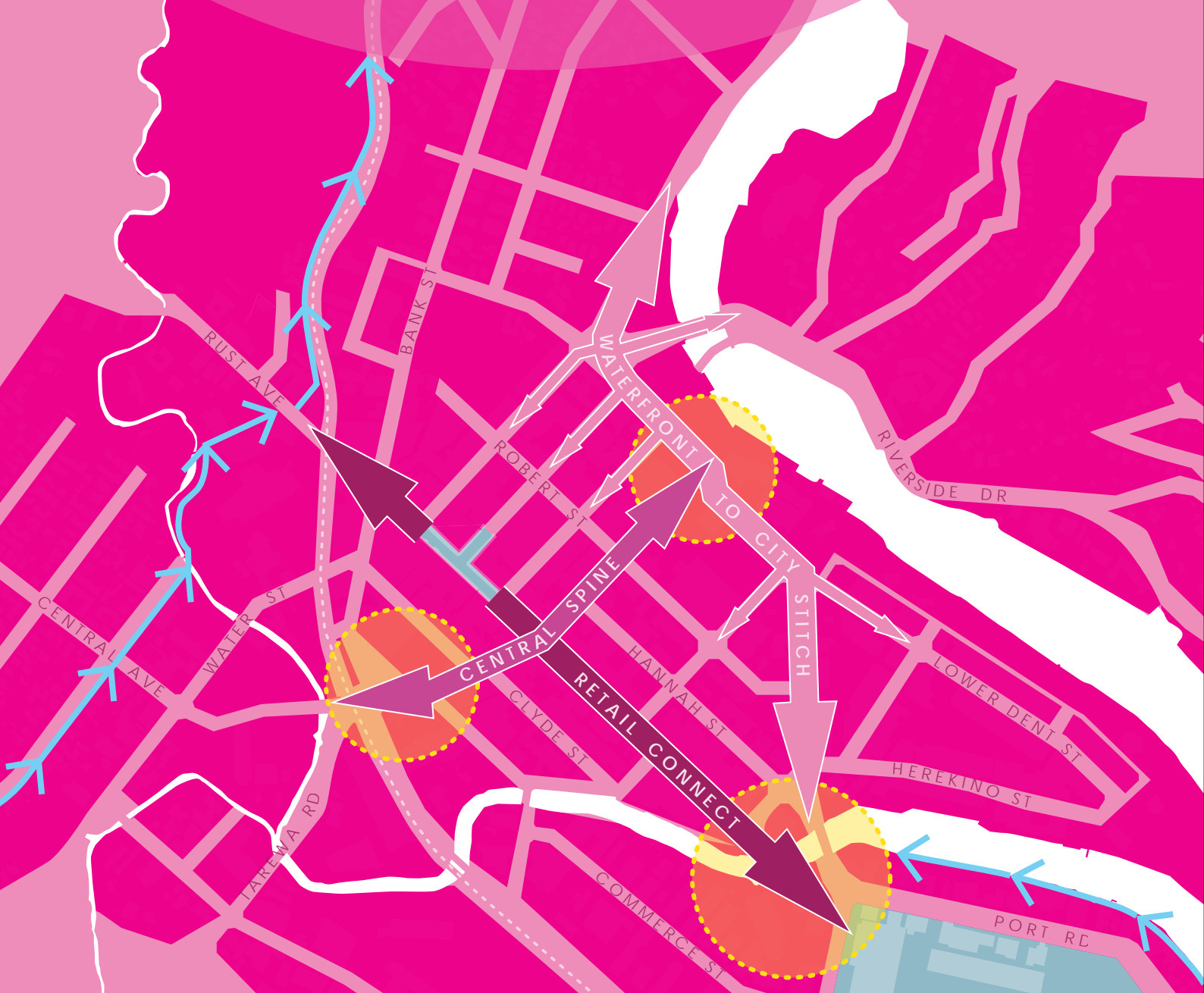
Investigate improvements of the Hatea Drive, Water Street and Vine Street carparking sites.

2

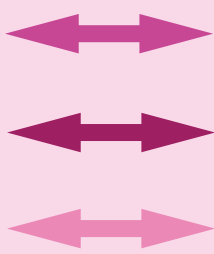
Movement Networks

Create a balanced movement network along Walton Street (Central Spine), Cameron Street (Retail Connect) & Dent Street (Waterfront to City Stitch).

Movement networks are right of ways which accommodate all users including pedestrians, cyclists and vehicles.



LEGEND



Central Spine
(Walton Street)

Retail Connect
(Cameron Street)

Waterfront to City Stitch
(Dent Street)



Retail Centre



Existing and future
Cycleways/Walkways



Connections to be developed

DISTRICT PLAN

Review the District Plan to ensure high amenity development along our key movement corridors.

Create clear provisions in the District Plan for the development of active frontages (refer to glossary) along our key movement corridors.

ACTIVE FRONTAGES



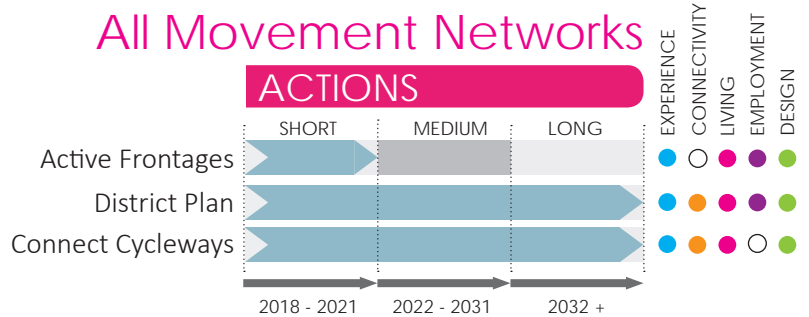
CONNECT CYCLEWAYS



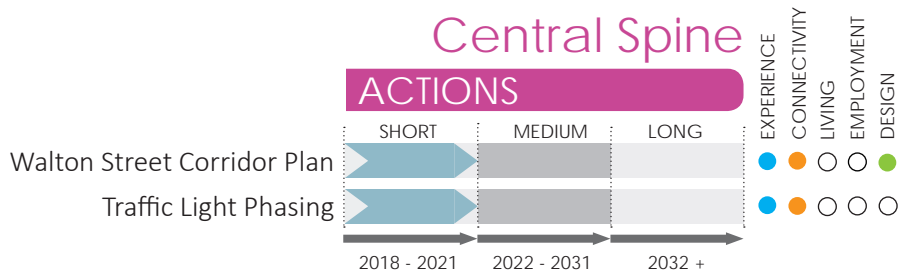
Queens Plaza Cycle Lanes, New York, USA

Design and construct cycleways through the city centre to connect future and existing cycleways and shared paths from outside the city centre.

All Movement Networks



Central Spine



Prepare a detailed corridor plan for Walton Street which establishes the street's role within the city centre and allocates space to create a balanced movement network.



Improve the phasing of traffic lights at the Walton / Dent Street intersection to prioritise pedestrians.

TRAFFIC LIGHT PHASING

CAMERON STREET CORRIDOR PLAN



Prepare a detailed corridor plan for Cameron Street which establishes the street's role within the city centre and allocates space to create a balanced movement network.

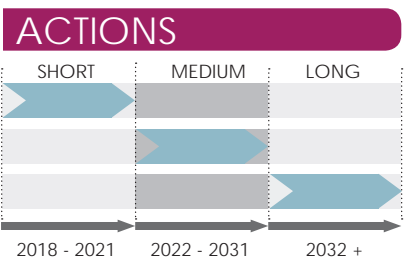
Construct a pedestrian and cycle bridge across the Waiarohia Stream at the south end of Cameron Street to Okara drive to facilitate the Blue / Green Network Strategy and connect our two retail centres.

PEDESTRIAN BRIDGE



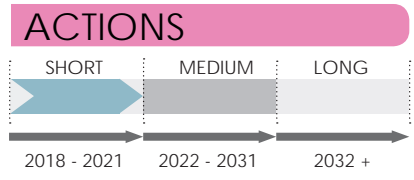
Circle Bridge, Copenhagen, Denmark

Retail Connect



Cameron St Corridor Plan
Pedestrian Bridge
Connection to Western Hills

Waterfront to City Stitch



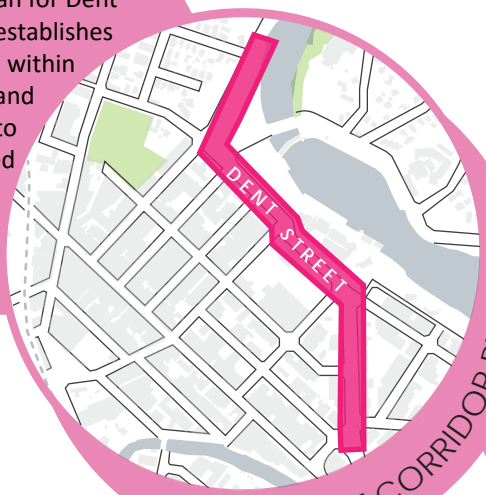
Dent Street Corridor Plan



CONNECTION TO WESTERN HILLS

Improve streetscapes along Rust Ave from Cameron Street mall to the residential areas and amenities on Western Hills Drive.

Prepare a detailed corridor plan for Dent Street which establishes the street's role within the city centre and allocates space to create a balanced movement network.



DENT STREET CORRIDOR PLAN

Dent Street is a barrier to pedestrian movement between the waterfront and our city centre. To address this we will develop a corridor plan that identifies opportunities to improve connectivity whilst acknowledging Dent Street's role within the wider network. In the short term, tactical urbanism (page 39) and events will be used as opportunities to create better pedestrian movement and test ideas for longer term solutions.

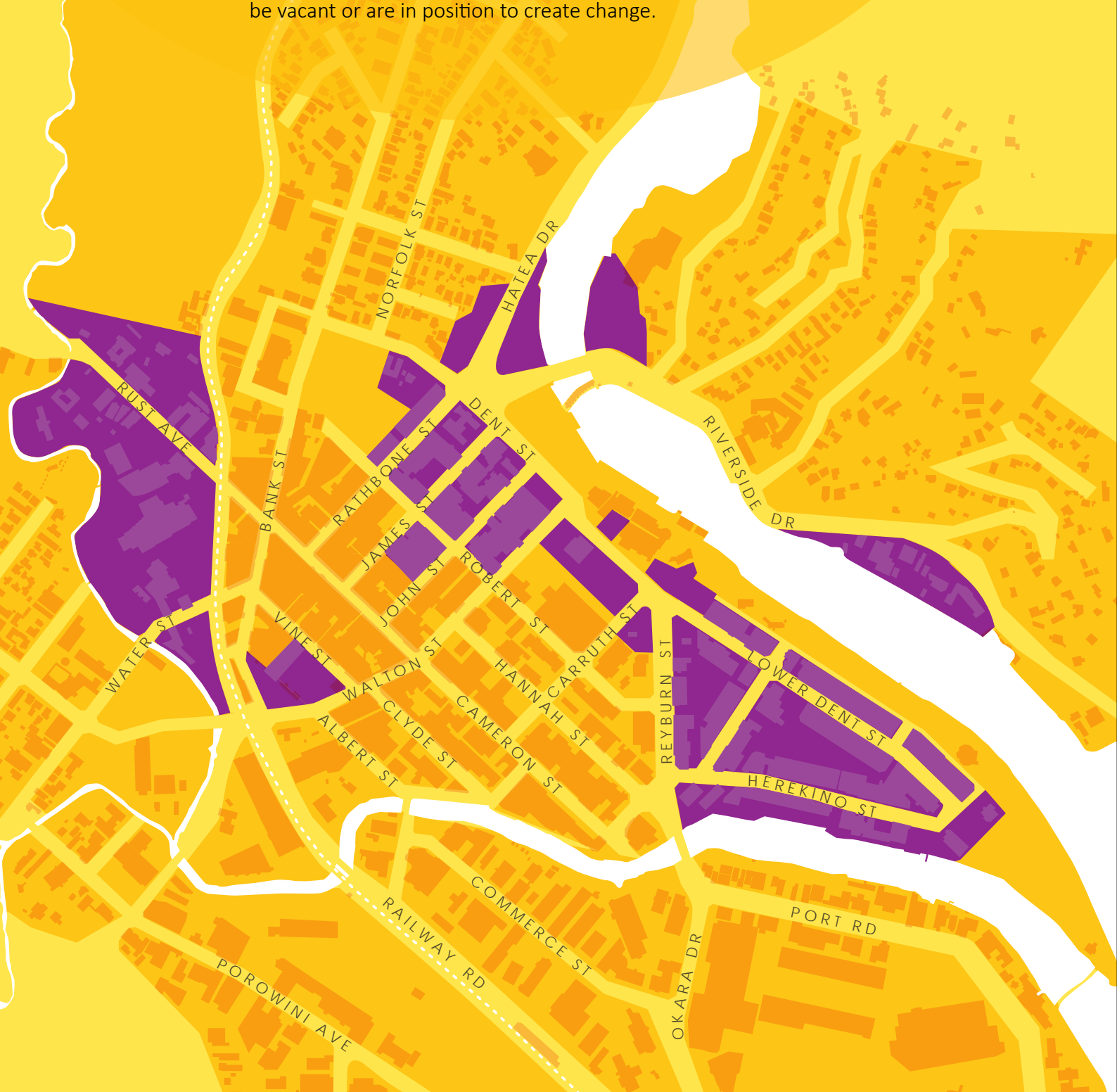


3


Strategic Sites

Identify Strategic Development Sites to be catalysts for change.

The strategic sites are identified on both public and private land. They have been selected due to their location, they may be vacant or are in position to create change.

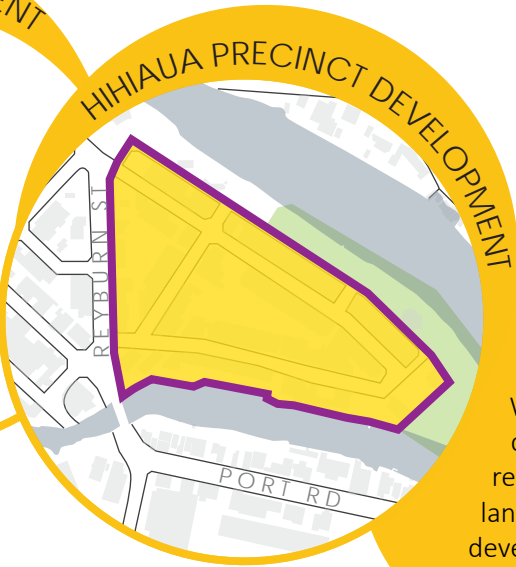


LEGEND

 Strategic Sites

SOLUTION FOCUSED DEVELOPMENT

Develop a good working relationship with the private sector and developers to ensure quality development.



HIHIAUA PRECINCT DEVELOPMENT

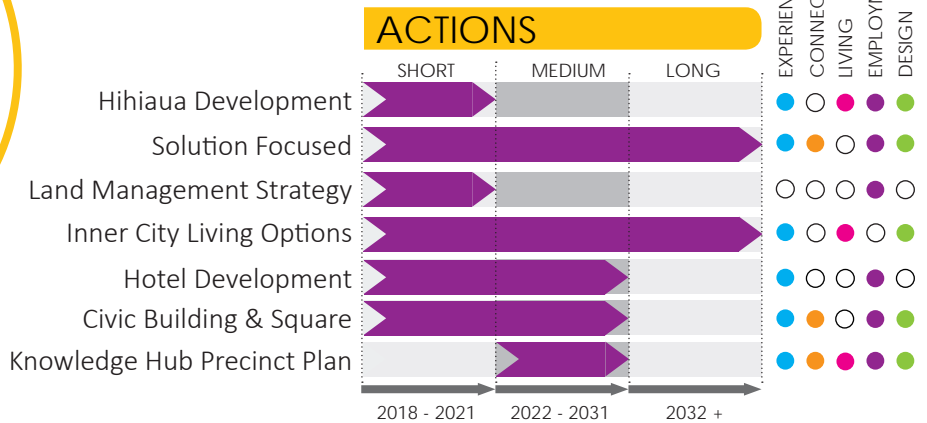
With the Waterfront Plan change in place release leasehold land to facilitate development.

LAND MANAGEMENT STRATEGY

Develop and implement a land management strategy for strategically acquiring land or relinquishing leasehold land.

INNER CITY LIVING OPTIONS

Investigate strategic sites which could be developed into inner city living.



HOTEL DEVELOPMENT

Work collaboratively with the private sector to encourage and attract a quality new hotel and short term accommodation development.

CIVIC BUILDING & SQUARE

Create a civic building and square which will provide a connection space between precincts and be the focal point of public activities and gatherings.

Prepare a detailed precinct plan of the knowledge hub area to be used as a tool for future land use planning and guide development, urban design and set a brief for future projects.



HIHIAUA PRECINCT AREA



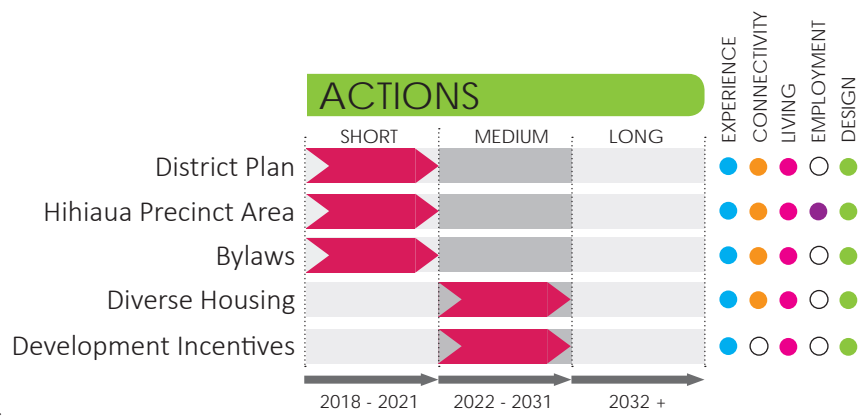
Complete a plan change for the Hihiaua area to facilitate mixed use development of this site and give effect to the Hihiaua Precinct Plan.

DISTRICT PLAN

Review the District Plan to enable and encourage quality residential development within the city centre.

BYLAWS

Review bylaws to consider allowing residents to enjoy cycling and dogs in the city core.



Pico Housing, Santa Monica, Los Angeles, USA

DIVERSE HOUSING

Develop a policy for a choice of housing which is sustainable and affordable in the city centre.

DEVELOPMENT INCENTIVES

Support, facilitate and encourage high quality and affordable residential development. Investigate and review our development contribution policy and rates policy.

STREET TREES & LANDSCAPING

Invest in quality landscaping and street trees where they do not interfere with underground infrastructure.



Commercial streetscape diagram

DEVELOP A DESIGN PALETTE



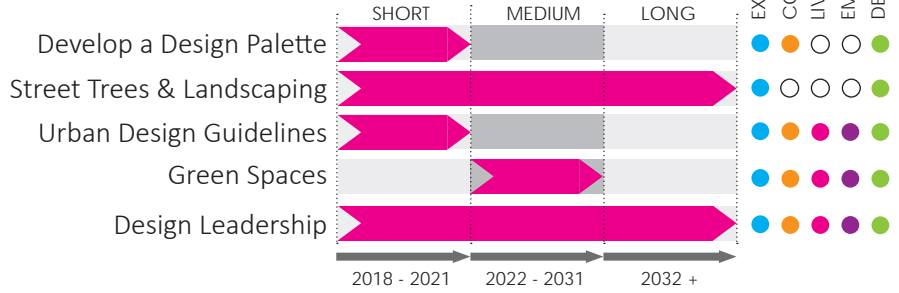
Rathbone Street, Whangarei

Develop a design palette to inform our city's identity and be used for all new street furniture, lighting, pavement etc., creating a consistency across the city centre.

Develop design guidelines to enable and encourage high quality development on private land as well as informing council infrastructure in public places.

URBAN DESIGN GUIDELINES

ACTIONS



Identify opportunities for new green spaces within our city centre or enhancing existing public spaces with planting, including our streets.

GREEN SPACES



Pocket Park, Whangarei

Ensure all council development and infrastructure is of high quality design and meets best practice. Council takes a lead role in facilitating good design outcomes.

DESIGN LEADERSHIP

Umbrella Sky Project, Agueda, Portugal

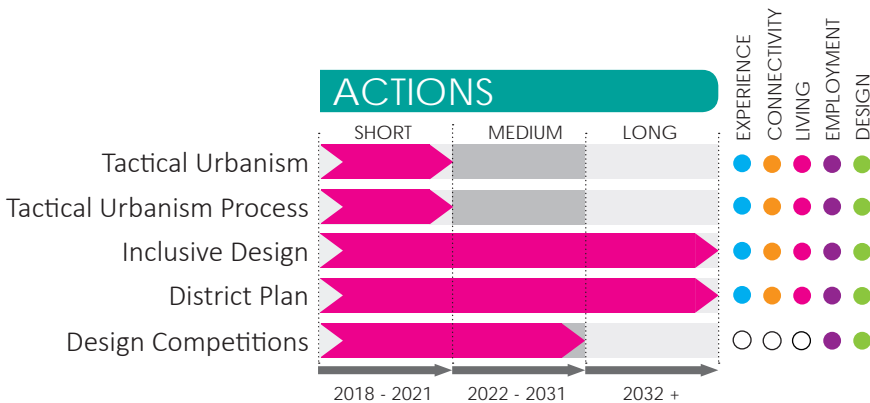


TACTICAL URBANISM

Work proactively with the community and businesses to identify, design and implement tactical urbanism (see page 39) which meet the outcomes of the Whangarei City Centre Plan.

TACTICAL URBANISM PROCESS

Establish an easy to use and consistent process to enable tactical urbanism opportunities with an appropriate capital budget (see [page 39](#)).



INCLUSIVE DESIGN

Hatea Loop Opening Day, Whangarei



Ensuring all council and private developments are accessible by people of all ages and abilities.

DESIGN COMPETITIONS

Host design competitions with private enterprise and tertiary education to encourage quality development in our public spaces.

DISTRICT PLAN

Ensure the District Plan rules enable the Whangarei City Centre Plan's short, medium and long term actions.










6 Waterfront

Maximise the use of our waterfront as a key destination and focus for redevelopment.

The waterfront includes an experience focused hub of cafés and restaurants, public spaces for all ages. By expanding on these amenities we create more for our residents and visitors.



LEGEND

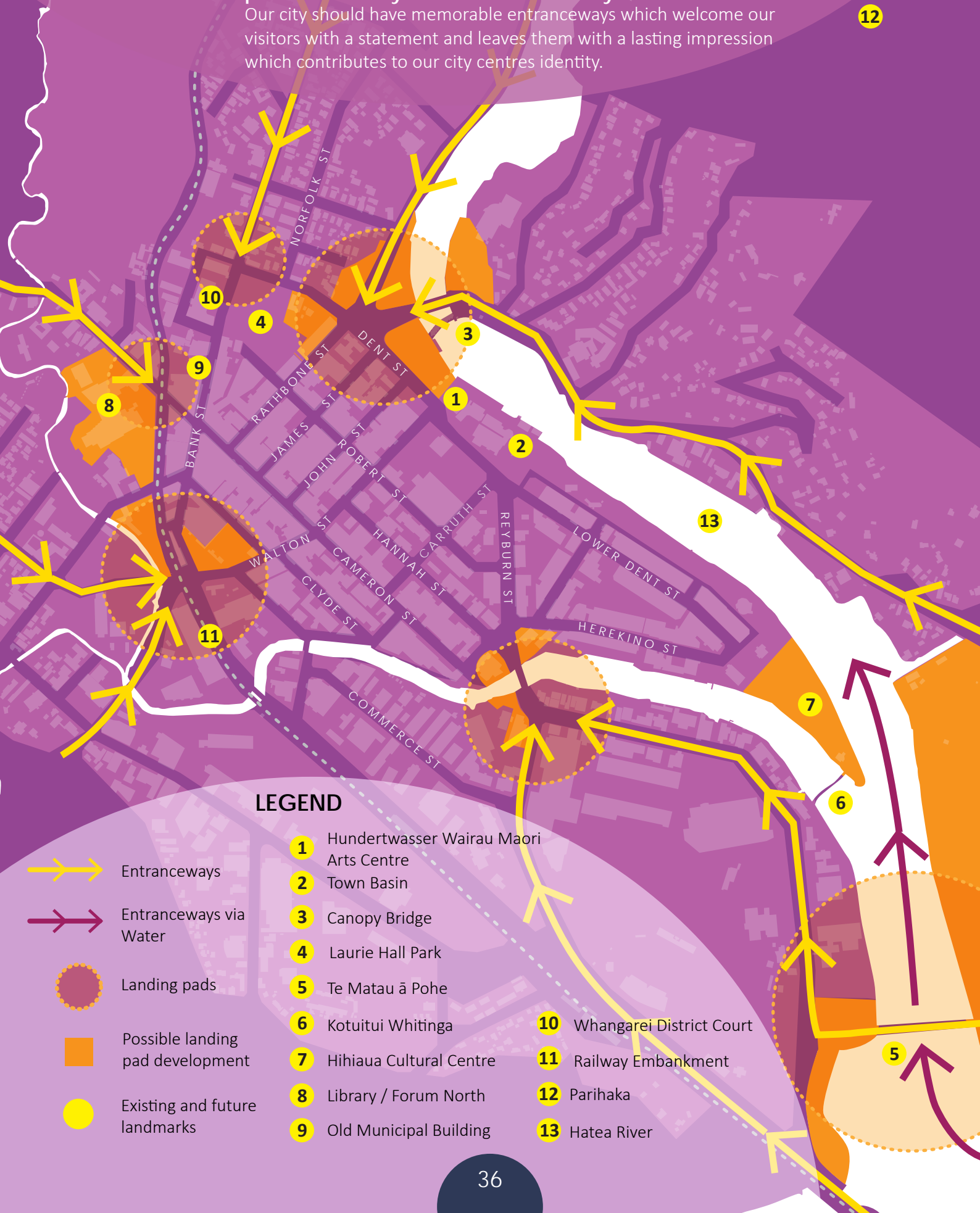
-  Waterfront Precinct Area
-  Town Basin
-  Existing & Future Green Space
-  Hatea Loop & Future Blue / Green Network
-  1 Hundertwasser Wairau Maori Arts Centre
-  2 Hihiaua Cultural Centre
-  3 Marina
-  4 Future Carpark to Park Project
-  5 Future Pohe Island Projects

7






Entranceways

Create attractive entranceways at key locations to promote the city centre and its identity.

Our city should have memorable entranceways which welcome our visitors with a statement and leaves them with a lasting impression which contributes to our city centres identity.



LEGEND

-  Entranceways
-  Entranceways via Water
-  Landing pads
-  Possible landing pad development
-  Existing and future landmarks
- 1** Hundertwasser Wairau Maori Arts Centre
- 2** Town Basin
- 3** Canopy Bridge
- 4** Laurie Hall Park
- 5** Te Matau ā Pohe
- 6** Kotuitui Whitinga
- 7** Hihiaua Cultural Centre
- 8** Library / Forum North
- 9** Old Municipal Building
- 10** Whangarei District Court
- 11** Railway Embankment
- 12** Parihaka
- 13** Hatea River

INTUITIVE WAYFINDING

Develop a network of wayfinding tools, such as signs, information points and digital apps, to help visitors navigate their way around. Identify and create city centre landmarks.

BUS STATION LOCATION



Consider the best location and upgrade the bus station. Redevelop Rose Street Park as an entranceway and public space that facilitates a pedestrian connection between Water Street carpark and the city core.

Investigate the need for further carparking located on the city fringe with high quality pedestrian connections throughout our city centre.

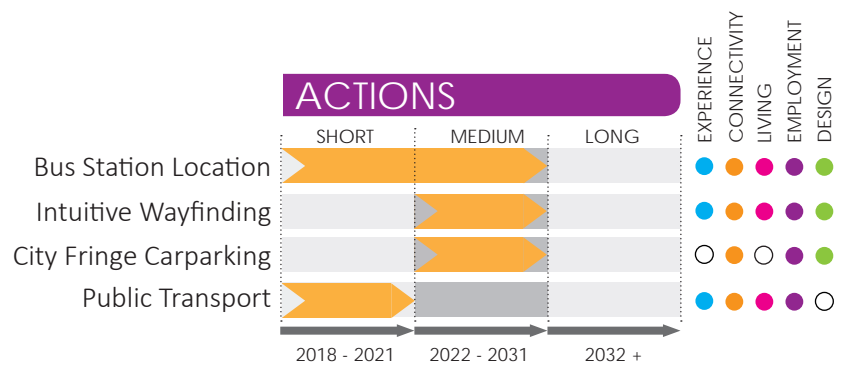
CITY FRINGE CARPARKING



John Street Carparking Building, Whangarei

Actively support, promote and improve our public transport network, to reduce private vehicle use into and through our city centre.

PUBLIC TRANSPORT



TACTICAL URBANISM



Street Painting by Lang-Baumann



SEART - Sylvia Park underpass, by Isthmus



Glasgow's Parnie Street was re-imagined to encourage play



Painted Staircase, Syria



Parklets, established in San Francisco, are created when parking spaces are turned into temporary parks



Paihia Piano, Bay of Islands



"Yarn Bombing" in Seattle WA, and Whangarei



Canopies of umbrellas and beach balls in Agueda, Portugal



Polka dotted streets in Chicago



Short term action to create long term change...

Our city centre is continually changing and most projects require a substantial investment over a medium to long term time frame. Tactical Urbanism uses quick, temporary and low-cost changes to bring fun and vibrancy to urban spaces. Projects are typically low-cost and low-risk with the potential for high rewards.

Tactical urbanism is used in cities all around the world to advance long-term community and economic outcomes for streets, walkability, connectivity and public space improvements. The Whangarei City Centre Plan will promote tactical urbanism with community and business groups creating projects unique to Whangarei and our sense of identity.



Coloured Boardwalk, Town Basin, Whangarei

Glossary

Active Frontage – how a building contributes positively to a commercial street. The ground floor of a building should be designed so that it opens to the public, creating a visual interaction between the inside and the outside.

Affordable Housing - Housing, whether for rent, shared ownership or outright purchase, provided at a cost considered affordable in relation to incomes that are average or below average, or in relation to the price of general market housing.

Amenity - Aesthetic or other characteristics of a development (natural or man-made) that increase its desirability to a community or its marketability to the public. Amenities may include things such as a unified building design, recreational facilities, security systems, views, landscaping and tree preservation, attractive site design, permanent open space, public art, etc.

Balanced Movement Network - Street right-of-ways designed and operated to enable safe, attractive and comfortable access and travel for all users. Pedestrians, cyclists, motorists and transit riders of all ages and abilities can safely and comfortably move along and across a complete street.

Corridor Plan – A plan which sets a brief for a specified road right-of-way which provides a significant opportunity for creating vibrant pedestrian and transit oriented places, through investment in hard and soft infrastructure, infill building and redevelopment.

Development Incentive – A measure that can be taken, usually by a governing agency, to encourage certain types of developments.


High Density Land Use - Compact or clustered development, resulting in a higher overall number of units built in the same area and possibly reducing the demand for development in other areas. Higher densities can be achieved by building homes on smaller lots, by building attached homes (rowhouses) or by building multifamily structures (apartment buildings).

Landing Pad - An arrival point that signals the start of a new landscape, neighbourhood, or area and defines the arrival point as a destination.

Legibility / Intuitive Wayfinding - effective, accessible navigation through the use of signage and design elements. Good intuitive wayfinding suggests that the environment can be easily read and understood and that ultimately it is easy for people to formulate their own mental map of the environment. They become confident about being able to find their way around.

Low Density Residential – Single family housing on large residential sections. This can be single family detached housing or town houses.

Master Plan - A document that describes, in words with maps, an overall development concept. The master plan is used to coordinate the preparation of more detailed plans or may

The background image shows a public space with a blue structure, possibly a playground or a public building. There are several people, including a child in a pink jacket and a woman in a grey jacket, standing and walking. The scene is outdoors with a clear sky and some greenery in the distance.

be a collection of detailed plans. The plan may be prepared by a local government to guide private and public development or by a developer on a specific project.

Mixed Use - Mixed use development is a type of urban development that blends residential, commercial, cultural or institutional uses, and that provides pedestrian connections.

Open Space / Green Space - Open space is an open piece of land that is undeveloped and is accessible to the public. Open spaces can include green space, public spaces, playgrounds as well as our streets. Open space can provide recreational areas, key connections and spaces for relaxation and interaction. Open space and green spaces can enhance the beauty and environmental quality of neighbourhoods and cities.

Orphaned Spaces - underutilized spaces in our city centre, lacking pedestrian activity, in need of economic development and an improved quality of public life.

Passive Surveillance - Natural surveillance which limits the opportunity for crime by increasing the perception that people can be seen. Natural surveillance occurs by designing physical features, activities and people to maximize visibility and foster positive social interaction.

Placemaking - Creating squares, plazas, parks, streets, and waterfronts that attract people because they are pleasurable or interesting. Landscape plays an important role in the placemaking design process.

Precinct Plan – Precinct planning typically involves the preparation of a blueprint for the area and often includes investigations into appropriate land use options, physical environment constraints, infrastructure requirements, community values and expectations and tenure arrangements.

Street Trees – Any tree that has been planted in the public right of way is a street tree. The public right-of-way width varies from street to street, but it is generally defined as the area from the street side kerb inward. Trees enhance city streets both aesthetically by framing the street and functionally by providing shade. Street trees also have the potential to slow traffic speeds by making the carriageway seem smaller.

Tactical Urbanism - Refer to page 39.



**WHANGAREI
DISTRICT COUNCIL**

Private Bag 9023, Whangarei 0148, New Zealand
Forum North Building, Rust Ave, Whangarei

Ruakaka Service Centre, Takutai Place, Ruakaka

Phone: +64 9 430 4200 | Fax: +64 9 438 7632

Email: mailroom@wdc.govt.nz

Facebook and Twitter: WhangareiDC

Photo: aerial photograph looking south-east of the city centre - November 2017