

Creating our Whakatāne Town Centre Plan

STAKEHOLDER MEMORANDUM - 01



Whakatāne is a great place to live. It is a place where our community and visitors can enjoy a range of business and lifestyle opportunities, and our district's unique natural beauty.

Our Town Centre is an important place to the community. It is more than just a place where people shop or work. It is the 'heart' of the town, and a destination for the community and visitors to enjoy socialising and recreation.

It is important that we have a plan for how the Town Centre develops into the future, to ensure it remains a great place for our community and visitors. The Whakatāne District Council is currently reviewing the Whakatāne Town Vision Plan, and would like your input to help prepare a fresh Town Centre Plan for Whakatāne.



The Whakatāne Town Vision Plan was developed in 2008. The Town Vision identified a vision for the area, and the following key themes:

- Heritage Celebration
- Urban Form
- Movement and Connections
- Arts and Cultural Heart
- Riverfront

A review of this document is timely and will ensure that community aspirations for the Town Centre can be realised. It is anticipated that the Town Centre Plan will build on, and ultimately replace the 2008 Town Vision document.

What is a Town Centre Plan?

A Town Centre Plan is a plan that:

- identifies issues and opportunities for the town centre;
- provides a long-term vision for the future; and
- recommends actions to achieve that vision.

A Town Centre Plan is about managing change and coordinating public and private investment so the town centre is attractive, vibrant and can respond to the changing needs of our community.

The types of initiatives the plan could include are:

- street and public space upgrades;
- pedestrian safety improvements;
- infrastructure upgrades;
- making alternate use(s) of council-owned land;
- changing parking provisions;
- branding and marketing of the town centre;
- strengthening links between the town centre and other key areas (such as Whakatāne Heads);
- working with land owners and developers to enable good quality developments.



We want to know what you think:

What makes a great place? How can we make our Town Centre an even better place?

What do you like and what would you like to change about our Town Centre?

These are all things we would like to know, to help us make a great Town Centre Plan for Whakatāne.



HAVE YOUR SAY!

You can have your say on what you think is important for the Whakatāne Town Centre Plan by completing the feedback form on our website or contacting one of the Policy Planning Team. We are happy to meet with you to discuss any ideas that you might have on how we can develop our Town Centre into the future.



Contact the Whakatāne District Council Policy Planning Team:

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