



WHAKATĀNE
District Council
Kia Whakatāne au i ahau

OUR PLACE

Ko Konei

Your Whakatāne District Council
Community Update - October 2020



Join the
conversation

Kōrero Mai

The Town Centre and Riverfront engagement pod at Wharaurangi is now open from 11am to 2pm, Monday to Saturday, until 16 October.

Come chat with project team members and elected members about this unique opportunity to redefine our town centre and riverfront.

We'll have consultation documents, information sheets, imagery and submission forms available to help you have your say on the future of our town centre and riverfront.



Reimagining and reconnecting the Whakatāne town centre and riverfront

- What do you love about the Whakatāne town centre and riverfront?
- What would you change if you could?
- Now's your opportunity to help shape the future of the CBD



Use your
imagination - what
we do is up to you

Te Ara Hou is a once-in-a-generation opportunity to revitalise the Whakatāne town centre and riverfront area, strengthen ties within the community and the awa (river), and create long-lasting social, environmental, cultural, and economic benefits for years to come.

Funding has been secured from central government for projects that can revitalise our town centre and riverfront areas. Council has matched this using the harbour fund, so there's now more than \$20 million available for town centre and riverfront redevelopment (including wharves package), with no impact on rates.

CAR PARKING

Parking is a huge issue. We hear this. Council is taking a strategic approach to how we continue to provide parking in the CBD so that people can access the town centre to shop, go to work, do business and for entertainment.

We might need to reconfigure parking in the CBD; however, there are no plans to reduce the overall number of spaces available.

Kākahoroa Drive parking area is probably the most strategic piece of land available for a potential refresh of our CBD. What we are asking people to do is to think about how this area could function if we use some of it to reconnect with the river, create event spaces, green spaces and/or open up development for river-facing business, residential and entertainment premises. (And create alternative, convenient parking spaces in other places).

Tell us what you think at
koreromai.whakatane.govt.nz

Message from the Mayor

What's your vision for our town centre and riverfront?

A memorable holiday moment for me last time I was visiting family in Australia, was a leisurely afternoon spent on a shared wharf deck beside the Noosa River on a river-side development called the Tewantin Noosa Marina. As we sat having coffee, small tourist ferries arrived and left again with visitors opting for a trip up the river. Dotted around the development was a range of small retail outlets including cafes, souvenir shops and clothing shops. My husband and I commented to each other about "wouldn't something like this be fantastic in Whakatāne".

I don't think either of us were imagining an exact replica of what we were enjoying at that moment, but the sad reality in New Zealand is that many of the town centres built beside rivers, mostly face away from the river.

The opportunity to achieve such change in our CBD seems too unaffordable and too difficult to pull off, and our tendency has been to sigh and wish that our ancestors had given our town development more thought.

And then suddenly a once-in-a-generation opportunity comes our way in the form of the Provincial Growth Fund. Initially our thoughts were to apply for funding to just pay for the replacement of the in-town wharf, which was in serious need of an upgrade. However, MBIE staff encouraged us to think more creatively about how

this funding could improve both our local and visitor experience of town, which in turn would boost business outcomes and more importantly create jobs.

We were not required to supply a "master-plan" and so while our application included some conceptual drawings, our intention was always to co-design this with you, our communities. And it is this co-design intention that we now want to advance as the money has been approved.

I assure those of you worried about parking that we have always known that any development cannot be at the expense of essential parking services. Already a lot of thought has been given to this by staff, but until a design is finalised we don't know what those requirements will be. So imagine what a transformed town could look like, but please don't let parking distract your thinking.

This is your opportunity to help reimagine our town centre and riverfront area. Have your say at koreromai.whakatane.govt.nz or come talk with us at our pod at Wharaurangi from 11am-2pm Monday to Saturday.

Judy Turner – Mayor



Town Centre and Riverfront engagement

STAGE ONE

The first engagement is on high level objectives and principles. We're asking people to **"Tell us what matters to you most about the town centre and riverfront areas."**

Is it:

- A place that celebrates our unique culture?
- A town centre connected to the riverfront?
- Better spaces for events and activities?
- A vibrant dining and retail destination?
- A pedestrian and cycling-friendly CBD?

Or something else – let us know.

From October to November we'll analyse your feedback and come back with some concept designs.

STAGE TWO

The next stage of engagement will be asking you for your thoughts on the concept designs that will be developed from your feedback. We'll use this information to come up with a preferred design by the end of the year.

We need your feedback - we are listening.



There's NO impact
from Te Ara Hou
projects on rates

We haven't made any decisions on the two development sites yet.

TE ARA HOU IS
SUPPORTED THROUGH



INNOVATING STREETS DESIGN TRIAL

Council also secured \$494,000 from Waka Kotahi (New Zealand Transport Agency)'s Innovating Streets initiative. This project means we can work with the community and town centre businesses to co-design and activate space in the Kākahoroa Drive car park area, as a temporary trial before we commit to anything long-term.

You can tell us what you think about this project, alongside Te Ara Hou, at koreromai.whakatane.govt.nz.

Join the conversation – tell us what you think by 5pm on Friday, 16 October 2020.

Submit online: koreromai.whakatane.govt.nz

Email: submissions@whakatane.govt.nz

Post to: Whakatāne District Council,
Private Bag 1002, Whakatāne 3158

Deliver to Council Offices:
Commerce Street, Whakatāne or
Pine Drive, Murupara