



Date: Wednesday 28 May 2025
Time: 9:30 am
Meeting Room: Council Chamber
Venue: 156 High Street
Dannevirke

Tararua District Council

OPEN ATTACHMENTS

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DRAFT DOCUMENT

land of
ranges



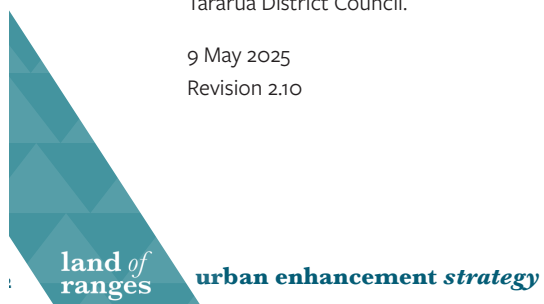
urban enhancement *strategy*

May 2025
DRAFT

Tararua District Council
Urban Enhancement Strategy
May 2025

This document has been
developed by Wayfinder
Landscape Planning &
Strategy Ltd on behalf of
Tararua District Council.

9 May 2025
Revision 2.10



TARARUA

D I S T R I C T

Tamaki-nui-a-Rua

Rangitāne-o-Tamaki-nui-a-Rua and Ngāti Kahungunu Tāmaki-nui-a-Rua, who represent their many hapū with their own whenua and awa tributaries, have both signed deeds of settlement with the New Zealand Government and have partnership agreements with Tararua District Council. These memoranda of partnership recognise the relationship and responsibility of Council to support iwi aspirations and hopes for the future of their whānau. While the Council has obligations to all Māori, it has a further responsibility to act in good faith and in a manner of mutual respect with its iwi partners. This includes acknowledging and respecting iwi priorities, their traditions, particularly ancestral land, water, sites, wāhi tapu, valued flora and fauna as well as other taonga.

To give effect to the relationships, all necessary information must be shared for iwi and Māori to make informed contributions to Council decision-making. This will not only allow for open and transparent engagement, but the foundation to build enduring trust and opportunity, for Council to iwi and iwi to Council.

Together with Council, Rangitāne-o-Tamaki-nui-a-Rua and Ngāti Kahungunu Tāmaki-nui-a-Rua share a vision for a prosperous and healthy district that supports its people and their cultural values. These are the principles of kotahitanga and kaitiakitanga, where sustainability, care for the environment and appropriate management of natural and physical resources is achieved through working together.



land of
ranges

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SECTION 1

INTRODUCTION

A stylized graphic of a mountain range at the bottom of the page. It features several white mountain peaks of varying heights against a teal background. The mountains are composed of geometric shapes, with some peaks having smaller, darker teal triangles nested within them. The text 'land of ranges' is positioned to the right of the mountains.

land of
ranges



land of
ranges

INTRODUCTION

Tararua District is growing!

In response to this growth, in 2024 Council developed the Urban Growth Strategy. It sets the vision we have for growth, where we think it will occur, and provides recommendations for how Council can be ready. It's a key document that feeds into the consideration of our proposed new District Plan and our Long Term Plans.

One of the recommendations of the Growth Strategy was to consider how we should invest in the amenity and urban design of our towns to make them attractive places to be. This *Urban Enhancement Strategy* is the first step in considering such outcomes.

The focus is not just on what Council can do, but how the whole community might come together to enrich the places in which we work and live. The opportunities identified in this Strategy will require detailing and costing, and not all of them can be (or should be) funded by Council. It will be up to our communities to embrace the concepts outlined in this document, and work together to achieve them.

We look forward to working with the community to enrich our identity and enhance the liveability of our towns and villages.

***Mā te whenua, mā te
waiora tātou e ora ai hei
hapori ngangahau hei
hapori honohono hoki.***

***We are thriving, together.
Vibrant, connected
communities where
our land and waters are
nurtured and our people
flourish.***

Vision for the Tararua District, TDC

OVERVIEW

An urban enhancement strategy helps to influence and guide future urban development. It aims to support quality future development within our urban areas, attracting visitors, consumers, businesses, investors and residents, who all contribute to the overall vibrancy of the town and district.

Urban design is about both process and outcomes. About involving people and communities, iwi and all the diverse professionals and sectors that create the fabric of our urban areas. About creating places that we want to use and that work well, and that celebrate the natural environment, our built and cultural heritage, and strengthen both local and national identity. About promoting development that fits in with the street and the community.

This Urban Enhancement Strategy highlights the opportunities for the enhancement of our public spaces - how we can make them great places that we are proud of and want to spend time in.

But it can also be used for future development within our towns by developers, community, and council to ensure future development and enhancements are undertaken cohesively across the town. The Strategy can also provide a foundation for funding applications for individual projects or initiatives that align with the strategy.

It is intended that this document and supporting maps/resources are considered and interpreted in the context of other Council documents, guidelines, and plans that influence the urban environment.

The Urban Enhancement Strategy is not a blueprint and does not provide a definitive set of outcomes. Rather, the focus is on investigating what the current values are that people attribute to each place - what is it about these places that people are attracted to, why do they live or visit there.

With this knowledge, we can then consider what opportunities exist to expand or grow these values. How can we reinforce or enrich people's connection to such places, how can we develop identity?

This Strategy begins this process. It builds on feedback from the community through various engagement processes and begins to suggest some key directions. However its success will depend wholly on the communities within each place it investigates. It will be up to those communities to embrace the ideas and directions suggested, to come together to support their development.

“Urban Design – the design of the buildings, places, spaces and networks that make up our towns and cities, and the ways people use them.”

Ministry of Environment NZ, Value of Urban Design





THIS DOCUMENT

This document is designed to sit alongside our Growth Strategy, Urban Design Framework and our various other statutory documents (such as the District Plan). It provides an aspirational strategy for how we might collectively enhance our towns and villages.

The initial section of the document provides background information, including providing an overview of the community engagement that was undertaken to inform this strategy, and an introduction to national guidance on the enhancement of urban areas.

The document then focuses on Tararua by identifying the key pillars that will inform opportunities. These include factors such as identity and place - those things that make our towns and villages unique and enjoyable.

The last sections of the document then focus on each of the towns and villages. For each a brief history is provided and an examination of the key attributes of the town centres. A photo-board is also included that provides both existing and aspirational images that have guided the development of opportunities.

Under each of the five pillars, potential urban enhancement opportunities are identified. These have been developed to be unique to each town, although there are similarities across the district. These opportunities are then captured on a map and in imagery that demonstrates how they might be realised.

IMAGE: MILLA BOWIE

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ENGAGEMENT

ENGAGEMENT PLAN

We identified early on that one of the key values in the development of the Urban Design Strategy was to include the people who will use the urban spaces in which this strategy will influence.

Initially, community board meetings were attended by a representative of the project team to introduce the committees and boards to the strategy at a high level. The meetings attended were in Norsewood, Dannevirke, Woodville, Pahiatua and Eketāhuna.

The community boards/committees were given the chance to provide initial thoughts on the project, including discussions around what methods of consultation would be best suited to the community as the project progresses.

Following these meetings, we ran three public engagement sessions to invite our community to contribute what they think will make our towns and villages great.

As this strategy was developed, it was shared with our elected representatives for their comment, and refined by various members of the council team.

ENGAGEMENT SESSIONS

Each session was run as a public drop-in session for the community to come along, learn about the strategy, and provide opinions on the future of their town by answering the following questions:

3. What do you value most about (town name) urban centre?

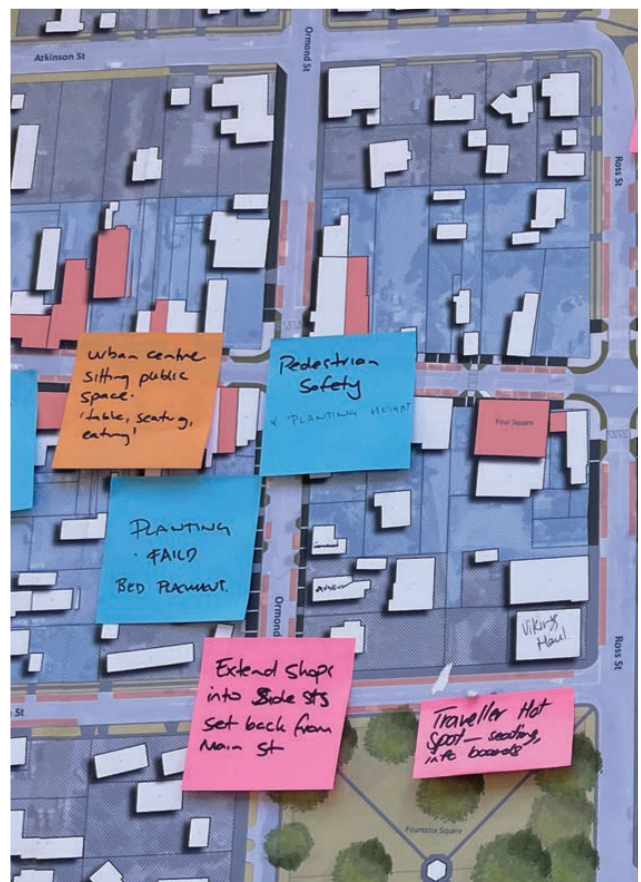
2. What aspirational change would you like to see in (town name) urban centre?

3. As an individual, community group, business, etc. How could you be involved to achieve desired change in (town name) urban centre?

Each question was answered by writing comments on post it notes and placed on the question or on a map of the town's urban centre. If individuals agreed with a comment that had already been added people were encouraged to add a sticker to reinforce support for this.

At all 3 sessions people naturally gravitated towards the map format and spent most of their time discussing opportunities for the town. Not all comments were related to urban design outcomes (for example, fibre connections) but all comments were recorded.





COMMUNITY PLANS

In addition to the engagement sessions, Council is in the process of supporting local communities in the Tararua District to develop Community-Led Development (“CLD”) Plans, that detail the community’s key aspirations, and the desired projects that will deliver outcomes for these aspirations. Plans also share a brief history, demographics, and key assets of the community.

The development of the CLD Plans is lead by each community. It is recognised that it can take a long time for CLD Plans to become an embedded practice and these plans may take various twists and turns as part of the journey. This is to be expected.

CLD is a widely supported practice, particularly among philanthropic (charitable) trusts and agencies. It demonstrates community collaboration and can assist in attracting funding for the various projects developed as part of the plan.

As of March 2025, the Norsewood and Pahiatua Community Plans have been finalised, with Woodville and Eketāhuna still in development phases with community.

It is considered that the CLD Plans, community priorities and outcomes are intrinsically linked to some of the outcomes identified in this document.

Tararua District Council has identified the following Community Outcomes:



Social well-being outcome:

To enable our people to achieve the goals that are important to them.



Economic well-being outcome:

A vibrant economy that enables a range of opportunities for our people.



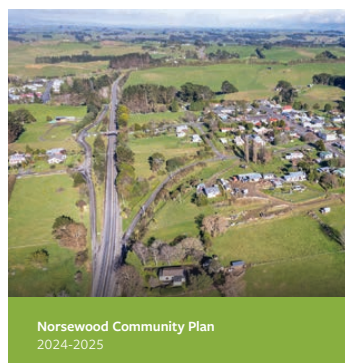
Cultural well-being outcome:

Our people respect the beliefs, values, histories, and languages of our communities.



Environmental well-being outcome:

Our natural environment is healthy, resilient and cared for.



CULTURAL DESIGN

TE ARANGA DESIGN PRINCIPLES

Te Aranga Design Principles are a set of guidelines developed by Māori design professionals in response to New Zealand's Urban Design Protocol in 2005. These principles aim to ensure mana whenua (tribal authority) presence and participation in urban design projects, emphasizing Māori cultural values such as rangatiratanga (self-determination), kaitiakitanga (guardianship), and whanaungatanga (relationships). The seven principles are:

- ▲ **MANA:** Recognises and respects the status of iwi (tribes) and hapū (sub-tribes) as mana whenua, establishing a foundation for their values to influence the design process.
- ▲ **WHAKAPAPA:** Celebrates ancestral connections, enhancing a sense of place by incorporating Māori names and narratives into design elements.
- ▲ **TAIAO:** Focuses on protecting, restoring, and enhancing the natural environment, emphasizing the Māori worldview of humans as part of the natural world.
- ▲ **MAURI TU:** Ensures the health and vitality of the environment are maintained and enhanced, considering the life force of natural elements in design.
- ▲ **MAHI TOI:** Incorporates creative expressions of iwi and hapū narratives, reflecting cultural identity through art and design.
- ▲ **TOHU:** Acknowledges significant sites and cultural landmarks, reinforcing identity and connection to the land.
- ▲ **AHI KĀ:** Recognises the enduring presence and valued role of iwi and hapū within their ancestral lands, ensuring their continued engagement in the design process.

IMAGE: NICHOLAS GREEN



NZ URBAN DESIGN PROTOCOL

The New Zealand Urban Design Protocol (“NZUDP”) provides a platform to make Aotearoa New Zealand towns and cities more successful. It is not compulsory legislation or policy, but is a formal undertaking by a variety of signatories to support quality urban design outcomes. Tararua District Council is not currently a signatory, but the Council recognises the advice and recommendations that the protocol sets out.

Quality urban design is important because people’s lives are connected through common built environments. People live and work in buildings, use streets, public spaces, transport systems and other forms of urban infrastructure. Quality urban design creates places that work and places that people use and value.

Quality urban design values and protects the cultural identity of New Zealand towns and cities, reinforcing their distinctive identity and value. Alongside recognising Māori traditions and values, successful urban design and development also reflects all people who have made Aotearoa New Zealand their home. It fosters pride, engagement and stimulates creativity and opportunity. These are values that are shared by Rangitāne-o-Tamaki-nui-a-Rua and Ngāti Kahungunu Tāmaki-nui-a-Rua.

This Strategy considers the principles contained within the NZUDP. In particular, it recognises the seven essential design qualities that create urban design. These are outlined on the adjacent column:

- ▲ **CONTEXT:** Buildings, places and spaces are not isolated elements but part of a whole town. Urban environments are part of a constantly evolving relationship between people, land culture and the wider environment.
- ▲ **CHARACTER:** Towns have a distinctive character and culture that is dynamic and evolving. Buildings and spaces have the opportunity to be unique, appropriate to their location, whilst complementing their historic identity.
- ▲ **CHOICE:** People are diverse and seek choice within the urban form of towns. This includes choice of densities, building types, transport options and activities. Choice is complemented by flexibility.
- ▲ **CONNECTIONS:** Quality urban design recognises how all networks - streets, railways, walking and cycling routes, services, infrastructure and communication networks - connect and support healthy neighbourhoods.
- ▲ **CREATIVITY:** Creativity adds richness and diversity, turning functionality into memorability. Creative urban design supports a dynamic urban cultural life and fosters strong urban identities.
- ▲ **CUSTODIANSHIP:** Stewardship of towns includes the concept of kaitiakitanga, creating safe, environmentally sustainable and responsive urban environments.
- ▲ **COLLABORATION:** Towns are designed and grow incrementally as people make decisions on individual projects. Quality urban design requires good communication and engagement.



OTHER GUIDELINES

Tararua is not the first council to develop a strategy such as this - across Aotearoa New Zealand there are many examples of urban enhancement and liveability strategies, each tailored to their specific context and requirements. However, they provide a good reference for the types of opportunities we are seeking in our district.

A selection of particularly useful guidelines include:

- ▲ **CREATING GREAT STREETS:** An online publication by the New Zealand Transport Agency Waka Kotahi, this suite of materials provides a framework for developing well-functioning urban environments. In particular it includes the New Zealand Healthy Streets Design Check Tool which helps to identify issues and opportunities within our streets.
- ▲ **AUCKLAND DESIGN MANUAL:** Although focussed on urban enhancement of a big city, this manual provides a wealth of information in regard to wellbeing, health and safety. It includes methodologies for undertaking public realm design, especially those frequented by pedestrians.
- ▲ **TĀONE ORA URBAN DESIGN GUIDELINES:** Kāinga Ora's design guidelines have a focus on residential connection to urban places, with particular reference to Māori cultural design processes. They set out methodologies for identifying issues and opportunities that make our urban places desirable to live in.
- ▲ **CPTED:** The Ministry of Justice has developed national guidelines for Crime Prevention Through Environmental Design (CPTED). These include a focus on seven qualities of safer places.

<https://www.nzta.govt.nz/about-us/about-nz-transport-agency-waka-kotahi/environmental-and-social-responsibility/urban-street-guide/>

<https://www.aucklanddesignmanual.co.nz/>

<https://kaingaora.govt.nz/assets/Publications/Design-Guidelines/Taone-Ora-Urban-Design-Guidelines.pdf>

<https://www.justice.govt.nz/assets/cpted-part-1.pdf>



SECTION 2

STRATEGIES



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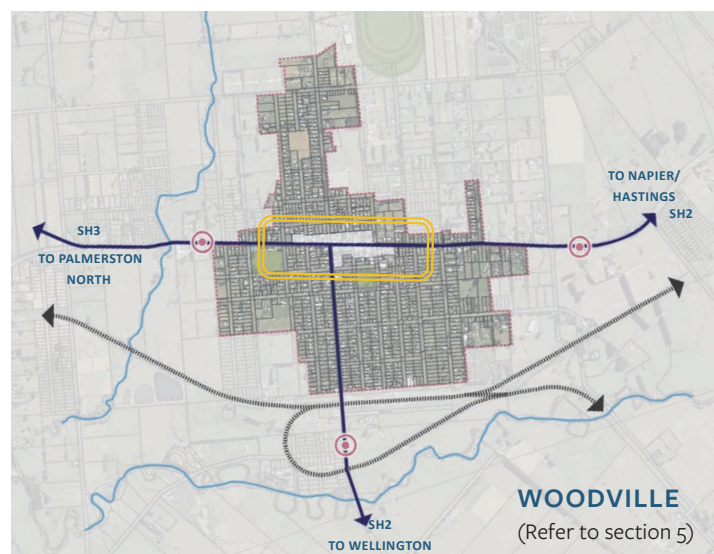
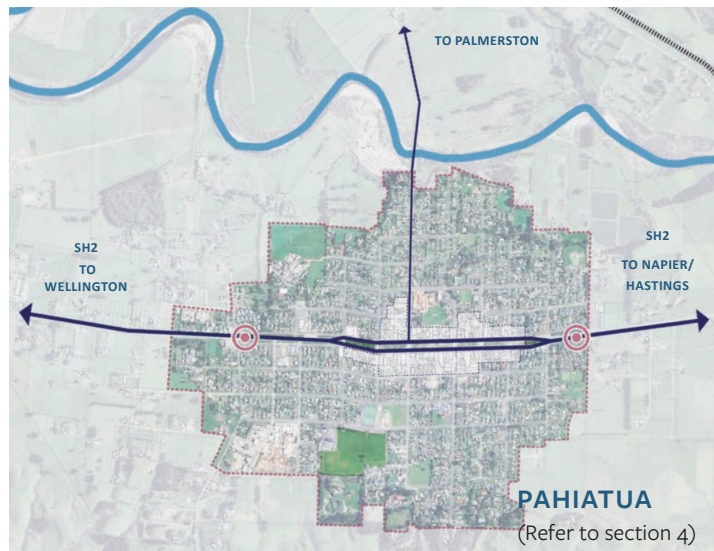
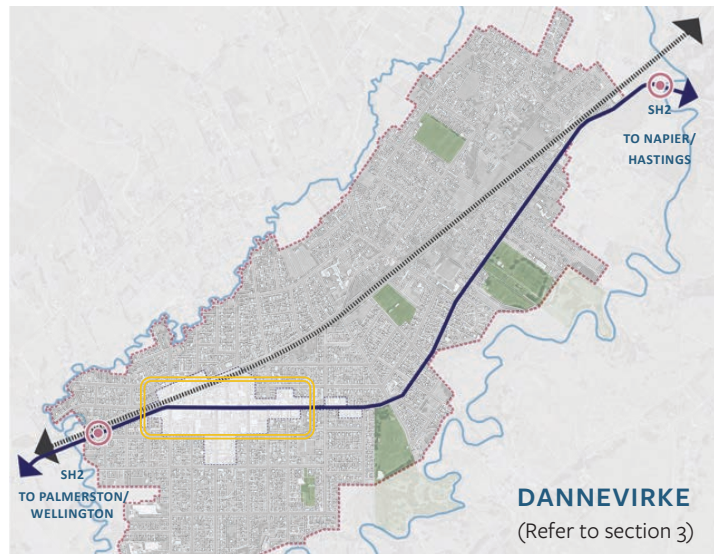
FOCUS AREAS

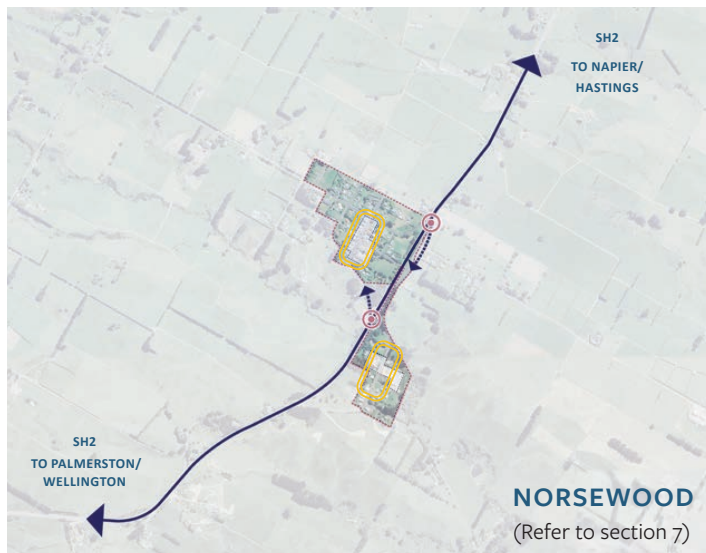
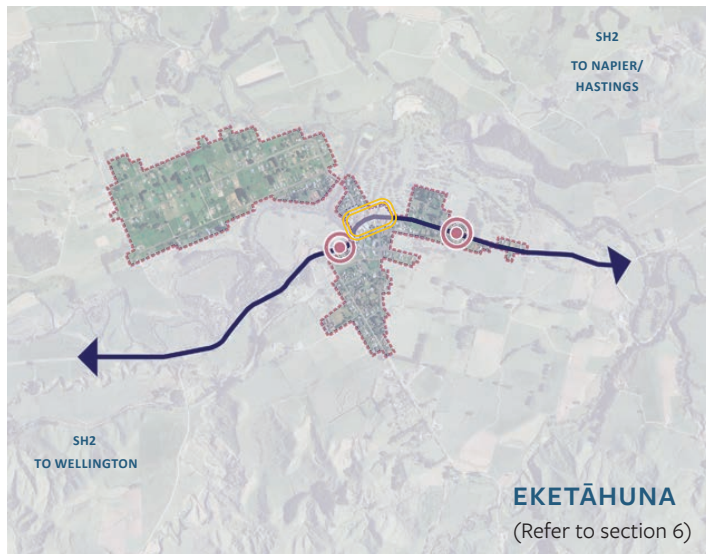
OVERVIEW

The Urban Enhancement Strategy has an overarching district-wide focus, ensuring there is a cohesive approach across urban spaces within the Tararua District. However the intent of the strategy is to focus on the urban centres of each town.

We spent time thinking about the identity and character of each town in isolation, and then how it contributes to the wider identity of the district as a whole. Many of the identified opportunities for each town are similar, but can be executed in different ways that are appropriate for each location.

There was no specific order or hierarchy to our process, and we often reconsidered ideas in one town when we had explored opportunities in another. However, for the purposes of consistency, throughout this document we refer to each of the towns in population order: Dannevirke, Pahiatua, Woodville, Eketāhuna and then Norsewood.







ASPIRATIONS

Throughout the consultation process there was a clear desire to strengthen each town's identity, reflecting on each of the town's history, and reinforcing gateways between different communities.

Along with this is the desire to create welcoming spaces for travellers that encourage people to stop and spend time in the towns, visit local businesses and spend time in quality public spaces. However this is also aimed at locals, improving spaces for lunch spots, events, and recreational opportunities.

The future opportunities and potential responsibilities for earthquake prone buildings is a concern across the district, and was focused on heavily at both Woodville and Dannevirke sessions. Both included discussions around the importance of 'saving' specific historic buildings, juxtaposed with open space and urban design opportunities if some buildings were removed.

All three towns recognised that to achieve desired change there was a shared responsibility including local businesses, council, community and volunteer groups (existing, and opportunities for new), community boards/committees, and developers. It was also considered that there was a desire for mana whenua and Pākehā to come together to reinforce cultural values, involve collaborative processes, and achieve high quality outcomes.

DANNEVIRKE

- ▲ Strengthen town's identity and character, including gateway to Hawke's Bay (art deco).
- ▲ Create a destination town, celebrates history, provides amenities.
- ▲ Opportunities for recreational enhancements and safety at the domain.
- ▲ Community gardens and orchards (planned for showgrounds).
- ▲ Consider accessibility (streets, play, recreation)
- ▲ Refurbish and secure the future of buildings (hall and cinema).
- ▲ Sufficient and safe parking.
- ▲ Public arts and cultural centre, and public arts including murals, sculptures, installations, etc. opportunity for arts and cultural trail.
- ▲ Removal of trees, and/or better tree planting. Improve street planting.
- ▲ Utilise rooftops with urban beehives, gardens, solar, rain harvesting.
- ▲ Increase green spaces and improve existing green spaces
- ▲ Potential town square, and event spaces (farmers market, music events, seasonal events).
- ▲ Road safety, speed limits, pedestrian crossings, raised table crossings, etc.
- ▲ Pedestrian connections from Main St through to the next block.
- ▲ Improved walkability and cycle connections.
- ▲ Create a strategy for earthquake prone buildings.
- ▲ Inner town living opportunities (mixed use developments).
- ▲ Cycle and walking tours, arts and history tours.
- ▲ Maintaining public spaces and amenities (rubbish, furniture, etc.).

PAHIATUA

- ▲ Strengthen town's identity and character.
- ▲ Celebrate the towns history.
- ▲ Promote sustainability within our town.
- ▲ Focus on community, people, and social outcomes.
- ▲ Creating an environment in which new businesses are welcomed to Pahiatua to support the economic growth and vibrancy of our town.
- ▲ Provide opportunities to attract new residents and visitors.
- ▲ Any street upgrades to align with the most recent Main Street upgrades.
- ▲ Opportunities for wider recreational enhancements such as cycle connectivity.
- ▲ Safety improvements around street crossings.
- ▲ Vibrant streets and public spaces.
- ▲ Encourage retail and food outlets within the Central Business blocks.
- ▲ Improvements and repairs to the Harvard Playground.
- ▲ Community gardens.
- ▲ Support high occupation of retail/commercial spaces.
- ▲ Consider accessibility (streets, play, recreation).
- ▲ Sufficient and safe parking.

WOODVILLE

- ▲ Identity focus around Woodville being a 'gateway' town between Tararua and Manawatu.
- ▲ Walkability, compact town centre and easy to walk along the main st. Walkways, enhanced connections, cycling.
- ▲ Community, people, 'this is home'.
- ▲ High quality urban spaces with better seating and table options, gardens and shade, eating spaces.
- ▲ Recreational opportunities and facilities (skate, dog park, community pool upgrade, tennis courts, basketball).
- ▲ Facilities and services that encourage people travelling through Woodville to stop (24/7 toilets, hospitality options, fuel, seating and tables for eating, information boards, etc.).
- ▲ Urban street upgrades – seating, lighting, planting, information boards. consistent across town, and strategies that can allow for town promotion and 'beautification'.
- ▲ Community spaces are important for events, opportunities for farmers market with public amenities near by (toilets, etc.).
- ▲ Main street road safety, including safer pedestrian crossings, traffic speeds, parking, trucks turning at the intersection with Vogel St and Mclean St (State Highways).
- ▲ Parking around school, restrict berm parking on side roads, drop off and pick up focus. Improved pedestrian crossing.
- ▲ Improved security, CCTV, surveillance, lighting.
- ▲ Opportunities to extend shops (commercial/retail) along side streets.
- ▲ Overland flow paths and surface flooding areas - opportunities to explore ecological and recreational opportunities, wetlands.
- ▲ High quality developments, town centre retirement living.
- ▲ Refresh murals and celebrate local culture and arts.
- ▲ Pākeha and Māori coming together.

EKETAHUNA

- ▲ Vibrancy and character.
- ▲ Safety and usability.
- ▲ Connectivity.
- ▲ Buildings.
- ▲ Planting and nature.
- ▲ Community involvement.
- ▲ Encourage travellers to stop.

NORSEWOOD

- ▲ Norwegian culture, and preservation of its history/town's history.
- ▲ Town identity, focal entrance icons (trolls), highway signage.
- ▲ Points of interest encouraging tourists to 'hang about'.
- ▲ Heritage trail.
- ▲ Create a welcoming, attractive space, that encourages people to visit.
- ▲ Centre street upgrades with urban furniture, street lights.
- ▲ Maintenance of gardens and council assets.
- ▲ Improved roads and parking for public facilities (cemetery, main st, etc.).
- ▲ Recreational opportunities at Mathews Park.
- ▲ Opportunities to develop Water Wheel Park, and review and improve playground/play areas including potential skate park.
- ▲ Improved surveillance and safety.
- ▲ Connectivity (infrastructure/fibre).



KEY PILLARS

Following the initial phases of engagement, it was clear that at a high level the strategic approaches were similar across each town. This is encouraging - we are all one district and in that sense, one community.

However, each of our towns and villages has their own unique identities - the physical aspects of them that make them what they are and distinguishes them from each other. Our strategies for each town need to explore what we can do to together to enhance these values, to make our towns and villages even better places to be.

Achieving this requires a weaving together of the various Te Aranga Design Principles, the well-documented “7-C’s” of Urban Design Enhancement, and the overall wellbeing objectives of Council. The page opposite shows how we have woven these together into five distinct pillars, with the following pages setting out what each of these mean.

At the core is mana and our community. The key to achieving the strategies is collaboration - everyone working together to achieve a common vision and outcome for our collective wellbeing.

TE ARANGA

- ▲ MANA
- ▲ WHAKAPAPA
- ▲ TAIAO
- ▲ MAURI TU
- ▲ MAHI TOI
- ▲ TOHU
- ▲ AHI KĀ

URBAN DESIGN PROTOCOL

- ▲ CONTEXT
- ▲ CHARACTER
- ▲ CHOICE
- ▲ CONNECTIONS
- ▲ CREATIVITY
- ▲ CUSTODIANSHIP
- ▲ COLLABORATION





IDENTITY

- ▲ Mahi Toi
- ▲ Creativity
- ▲ Sense of Place
- ▲ Uniqueness
- ▲ Personality
- ▲ Distinctness

Identity builds on our intertwined Māori and European history, and explores what makes the town or village different from others. Embracing identity brings people together, allowing them to celebrate what is special to them about the place in which they live.

Identity can cross many scales - and the opportunities for exploring what makes each town or village unique needs to also be in the context of what brings each of them together across the district, and the country.

Key opportunities for enhancing identity in our towns and villages include:

- ▲ The use of branding, colours, logos
- ▲ Uniformity in details and materiality (such as street furniture or paving materials)
- ▲ Expression
- ▲ Architectural style



MOVEMENT

- ▲ Ahi Kā
- ▲ Activity
- ▲ Life
- ▲ People
- ▲ Dynamic
- ▲ Engaging

Movement instills a sense of life, of people being within and occupying a place. People are attracted to movement, and often move towards it.

Movement does not need to only be about people. The presence of vehicles and animals both create a sense of occupation. Additionally, wind through trees, flags flapping, or even digital media can create a sense of movement.

Key opportunities for enhancing movement in our towns and villages include:

- ▲ Making places great for people to be in
- ▲ Using flags, banners, bunting
- ▲ Using lighting, digital media
- ▲ Introducing vegetation and habitat
- ▲ Having festivals, events, and activities
- ▲ Temporary installations of art, food, furniture



ENVIRONMENT

- ▲ Mauri
- ▲ Custodianship
- ▲ Taiao
- ▲ Healthy
- ▲ Vitality
- ▲ Landscape

Environment is the whole world around us, and in this Strategy it speaks to how our towns and villages connect with the natural environment and the landscape in which they are located.

This includes the promotion of planting (which provides a range of benefits beyond natural ecosystems), ideally designed to enhance identity, but also the consideration of viewshafts and/or the use of natural materials where appropriate.

Key opportunities for enhancing environment in our towns and villages include:

- ▲ Vegetation
- ▲ Introducing height and movement
- ▲ Creating natural habitat
- ▲ Using natural materials
- ▲ Natural stormwater mechanisms





CONNECTION



- ▲ Tohu
- ▲ Network
- ▲ Relationships
- ▲ Visibility
- ▲ Choice
- ▲ Conversation

Connection is how the activities and people within our towns and villages connect with each other. This can be through physical connection, such as barrier-free footpaths, or through visibility and openness (for example, across a street). It also includes how people enter and exit a space.

Good connections results from spaces that people can easily find their way through, how they get from one place to another. It may involve wayfinding, but in the first instance should be about instinct.

Key opportunities for enhancing connections in our towns and villages include:

- ▲ Sightlines
- ▲ Removing barriers
- ▲ Wayfinding, signage and gateways
- ▲ Multimodal transport opportunities

PLACE



- ▲ Whakapapa
- ▲ Character
- ▲ Context
- ▲ Home
- ▲ Liveability
- ▲ Safety

Place defines what makes our towns and villages desirable, liveable and safe. It's about ensuring that places are where people want to be, where they want to experience, and where they want to connect with each other.

A well designed place is somewhere people feel inherently comfortable, like their own home. With this comes a sense of ownership and respect.

Key opportunities for enhancing place in our towns and villages include:

- ▲ Focus on great spaces
- ▲ Quality urban furniture
- ▲ Clean, graffiti and rubbish free
- ▲ Connected to whanau, history, experiences
- ▲ Safe and secure



SECTION 3

DANNEVIRKE

A stylized graphic of a mountain range at the bottom of the page. It features several white mountain peaks of varying heights against a teal background. The mountains are composed of geometric shapes, with some peaks having smaller, darker teal triangles nested within them. The text 'land of ranges' is positioned to the right of the mountains.

land of
ranges

DANNEVIRKE CONTEXT

HISTORY

Before European settlers arrived, the area around Dannevirke was inhabited primarily by Rangitāne iwi. Māori lived and traveled through the region, utilising its natural resources for food and materials. However, European settlers began arriving in the mid-19th century, and the landscape began to change dramatically.

The town of Dannevirke was officially established in the late 1800s, founded by Danish and Norwegian immigrants. These settlers were part of the New Zealand Company's attempt to bring European colonists to the country, specifically targeting Scandinavians due to their farming knowledge and work ethic. The town was named after the Danish "Dannevirke," which refers to a series of defensive walls in Denmark built during the Viking Age. This naming reflected the settlers' pride in their Scandinavian heritage.

In the late 1800s and early 1900s, Dannevirke grew as a rural service town. Its location along the main route between Wellington and the northern regions of the North Island made it an important stop for travelers, and it became a hub for the surrounding farming community. Much of the town's

development centered around agriculture, particularly sheep farming and the timber industry. These industries remained central to the town's economy throughout the 20th century.

The arrival of the railway in the 1890s was a significant development for Dannevirke, as it allowed for easier transportation of goods like timber and agricultural products to other parts of New Zealand. The town became a central point in the growing network of railways in the region. With the advent of the motor car, the town also saw the development of better road networks, linking Dannevirke more effectively to other key towns in the area.

Dannevirke maintains a strong Scandinavian heritage, which is still reflected in the town's architecture, local events, and even street names. The Dannevirke community celebrates its roots through various cultural events, including the Danish and Norwegian-themed festivals. One of the most significant features of this heritage is the Dannevirke Viking Settlement Memorial and the Norwegian and Danish Settlers Memorial in the town, which highlight the contributions of the early settlers.



TODAY

Today, Dannevirke is a small but vibrant town, serving as a rural service center for the surrounding farming community. The town has diversified its economy to include various industries, but agriculture and forestry remain central.

Dannevirke maintains its Scandinavian heritage, reflected in its architecture, street names, and cultural events. The Art Deco influence evident within the distinct architectural forms adds a 1930's twist, reflecting the period when Dannevirke's town center was transformed with Art Deco architecture. The character of the town is a mix of history that has embraced change, reinvention, and continues to looking forward and adapt.

Dannevirke is located on the Palmerston North-Hastings Road (State Highway 2), making it well-connected to other parts of the North Island. While Dannevirke is a small town, it attracts visitors thanks to its historical significance, rural charm, and proximity to outdoor activities. Dannevirke offers a range of modern amenities, including cafes, restaurants, a public library, and sporting facilities.

Agriculture remains the backbone of Dannevirke's economy, with the surrounding farms focused on sheep, dairy, and crop farming. Additionally, the timber industry and forestry have played an essential role, taking advantage of the region's natural resources. While the town's economy is predominantly based on these sectors, Dannevirke has also seen small growth in other industries, including retail, services, and tourism.



33

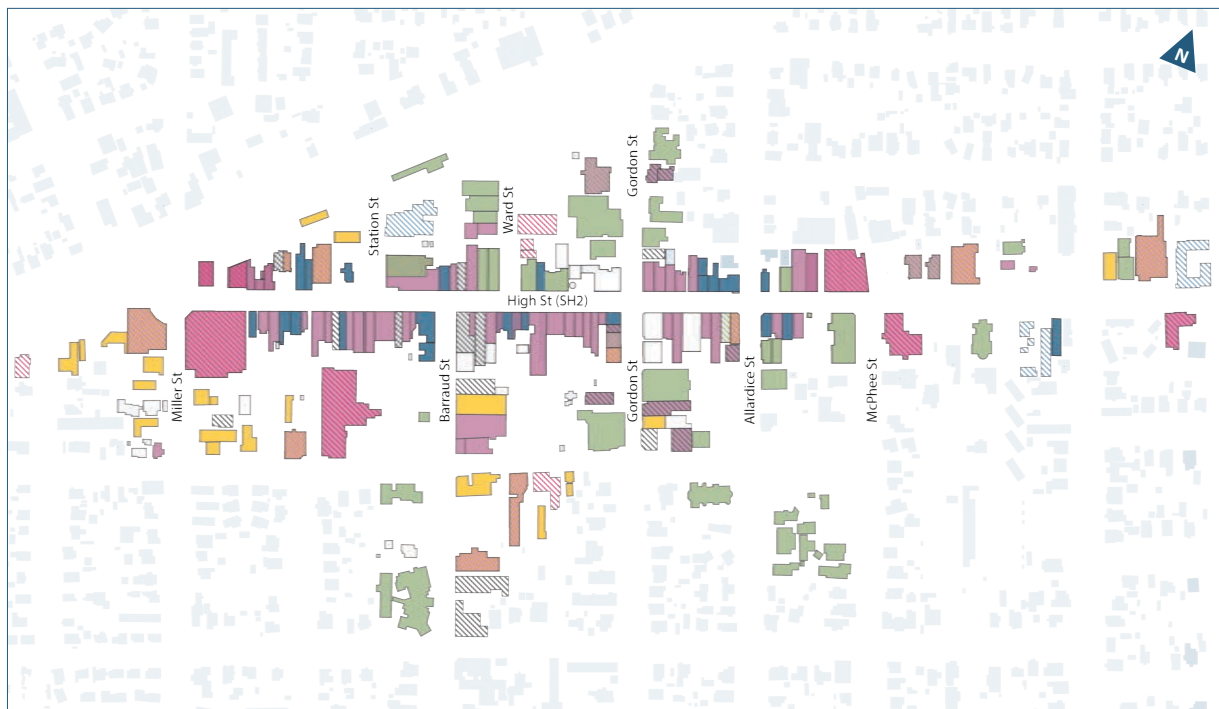
EXISTING MAPS

CONTEXT MAP



1 2 Areas identified as Urban Centre for
Urban Centres Enhancement Strategy

BUILDING OCCUPATION MAP



- Retail premise
- Office premise
- Large format retail
- Commercial agricultural / support
- Industrial
- Food / Restaurant
- Municipal / Bank / Community
- Accomodation Motel /Hotel
- Health - Gym / Dentist / Physio etc.

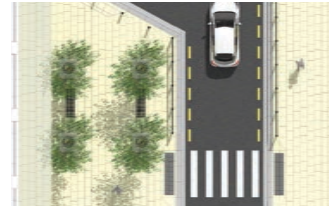
WARD & BARRAUD STREETS



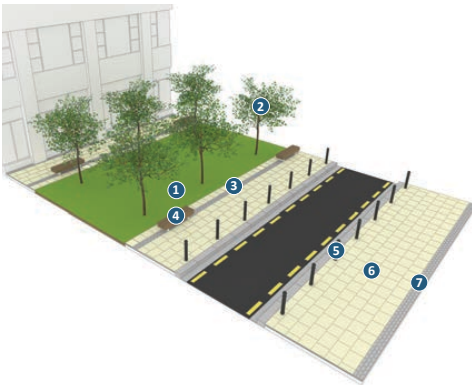
A EXISTING BARRAUD STREET



- 1 Street trees
- 2 Kerb precast units
- 3 Metal slatted seating
- 4 Balustrade barrier to road edge
- 5 Large light coloured concrete pavers
- 6 Tactile units for pedestrian crossing



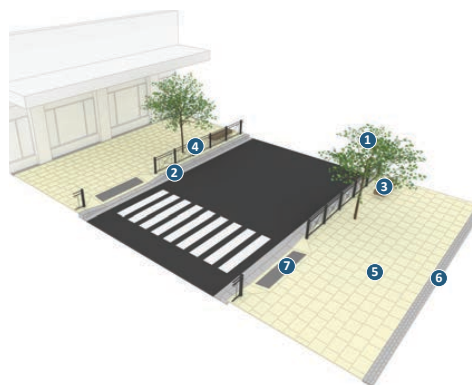
B EXISTING WARD STREET



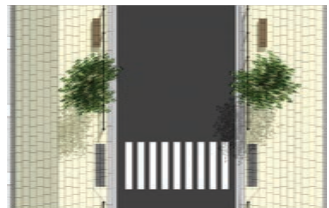
- 1 Sunken lawn
- 2 Street trees clipped to shape
- 3 Small pavers containing furniture strip
- 4 Solid timber seating
- 5 Black bollards as barrier to road
- 6 Large light coloured concrete paver's
- 7 Small paver's as detail to building threshold



C EXISTING STREETSCAPE



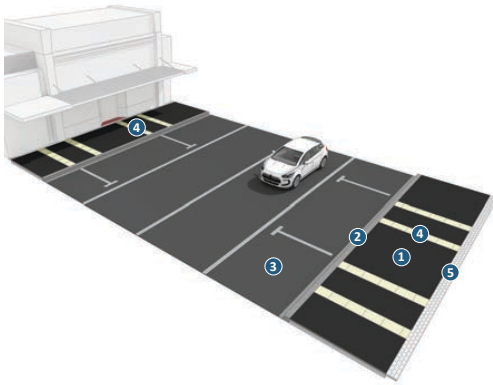
- 1 Street trees
- 2 Kerb precast units
- 3 Solid timber seating
- 4 Balustrade barrier to road edge
- 5 Large light coloured concrete pavers
- 6 Small paver's as detail to building threshold
- 7 Tactiles for pedestrian crossing



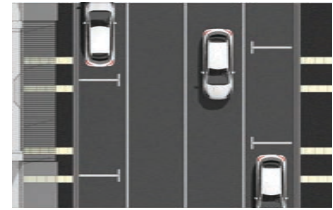
GORDON & ALLARDICE STREETS



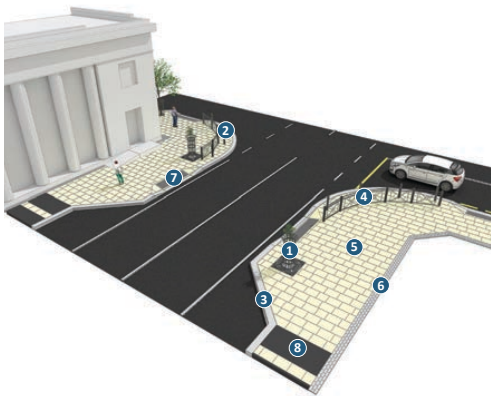
D EXISTING STREETScape



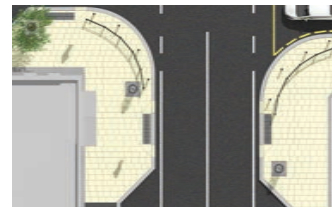
- 1 Asphalt pedestrian pavement
- 2 Concrete kerbs
- 3 Car parking
- 4 Light coloured concrete paving strips
- 5 Small pavers as detail to building threshold



E EXISTING INTERSECTION



- 1 Street trees with tree guards
- 2 Bollards
- 3 Concrete kerbs
- 4 Balustrade barrier to road edge
- 5 Large light coloured concrete pavers
- 6 Small pavers as detail to building threshold
- 7 Tactile units for pedestrian crossing
- 8 Asphalt pedestrian pavement



- Residential
- Mixed-use
- School
- Lawn
- Planting
- Tree planting
- Parking
- Concrete
- Asphalt
- Coloured Concrete Pavers
- Earthquake prone buildings

PICTURE BOARD

A selection of images that inspire the identity of Dannevirke.





POTENTIAL OPPORTUNITIES

IDENTITY



Dannevirke's streets were upgraded several years ago, and while it gave the town some refreshment, it retains a dark and somewhat tired look. In addition, the nordic theming doesn't align with the community aspirations for identity. There's no need (or budget) to replace the urban furniture, but there are opportunities for introducing new features that enhance the town with colour and vibrancy.

Key opportunities for ingraining the identity of Dannevirke include:

- ▲ Develop a brand or logo for the town that has a bright, refreshed appeal and connects with some of the Art Deco and Victorian styled buildings.
- ▲ Develop window stickers and/or posters for shops and public buildings to use to show their connection to the town.
- ▲ Remove the existing shields and nordic references and replace with artistic patterns reflecting the new brand identity.
- ▲ Refresh and repaint buildings in the town centre in a variety of pastel colours, reflective of many of the Art Deco buildings within the main street, or use more heritage colours for the iconic Elizabethan and Victorian buildings.
- ▲ Clean up and remove advertising signage and develop new signage rules that provides greater consistency, whilst allowing businesses to advertise and be seen.
- ▲ Review public artworks and installations, particularly murals (such as on The Warehouse) and refresh in alignment with the new branding and colours.

MOVEMENT



The town has a lot of vehicle movement and reasonable pedestrian activity. However the footpaths, particularly under the shop canopies, are dark. The trees are relatively static and there is limited ability to hang banners or celebratory items.

Key opportunities for enhancing movement in Dannevirke include:

- ▲ Use angled poles from buildings to create opportunities for banners, and/or consider how bunting or banners could be hung across the main street.
- ▲ Used closed shops for vibrant artworks that depict movement and interest.
- ▲ Consider the use of digital screens that show lifestyle content, or adaptive coloured lighting to highlight building features.
- ▲ Install daytime lighting under the shop canopies to help lighten the footpath environment.
- ▲ Utilise spaces left by removed earthquake prone buildings to create mini-nature reserves that bring movement, light and wildlife into the town centre without impacting other design outcomes.
- ▲ Develop green corridors that are visible from the Main Street that create a sense of depth to the town centre.





ENVIRONMENT

It's been challenging to establish a good tree network along Dannevirke High Street due to the high-vehicle movements. However, the current trees are pollarded quite low, and lack height to create a strong natural canopy. Additionally, planting at ground level is relatively limited.

Key opportunities for improving environmental values within the village include:

- ▲ Develop a unified planting palette for use in public (and potentially private) gardens and traffic islands, utilising exotic trees and native low ground covers that provide natural colour and brightness.
- ▲ Replace street trees with those that naturally grow tall and slender, allowing them to reach a strong height above the shop canopies.
- ▲ Install more ground level planting beds in locations that are not used by pedestrians.
- ▲ Install raised planter beds against the existing railings to help soften the hard spaces and lessen the harsh nature of the barriers.
- ▲ Reduce widths of side streets to create green pocket parks.
- ▲ Indicate key species to reflect a Nordic landscape:
 - ▲ Tulip trees (fastigiata - slimline variant)
 - ▲ Hebe (ground covers)
 - ▲ Libertia (NZ Iris)
 - ▲ Muehlenbeckia





CONNECTION

The key challenge for Dannevirke is maintaining active pedestrian linkages across the busy main street. Moving the highway has been considered, but this is a long-term strategy that is currently not feasible. However, we have considered a possibility in this strategy of creating a *Heavy Vehicle Bypass*, noting that this will require significant consultation and road upgrades.

Irrespective of the outcome of a bypass, creating greater sightlines across the road, even if crossing locations are more limited, will help bring the two sides together.

Key opportunities for connecting Dannevirke include:

- ▲ Create greater opportunities for people to access the car parking areas to the rear of the main street through creation of broad laneways with good visual connections (potentially as earthquake prone buildings are removed).
- ▲ Through enabling rear parking, reduce parking in the main street and widen footpaths in more places to allow more space for people to dine outdoors.
- ▲ Reduce side street widths in places (still promoting access to the rear) to provide green pocket parks.
- ▲ Produce guidelines for retailers to promote better use of the pavement space, reducing clutter and opening sightlines.



PLACE

As identified, the existing urban design of the town has a somewhat dark, hard character. There is little that can be done to change this physically, but there are opportunities for introducing historical narratives that draw attention and interest.

Key opportunities for enhancing place in Dannevirke include:

- ▲ Lift random pavers and replace with unique feature tiles, building narratives, providing pocket-size artworks, poetry or puzzles.
- ▲ Enable the rear laneways for people by encouraging buildings to have rear-doors, introducing lighting (including overhead festoons), sitting spaces and trees/ planting.
- ▲ Refresh and add history signs, including a focus on Māori narratives.
- ▲ Consider new street artworks and temporary artwork displays.
- ▲ Find opportunities for pop-up businesses and food trucks to integrate within the town centre, including within laneways or on temporary parking areas.
- ▲ Create temporary, moveable decks with planter boxes that can be used for temporary cafes or art displays.



OPPORTUNITIES:

- ▲ Create pocket parks in spaces left by demolished earthquake prone buildings
- ▲ Leave facades where possible to create interest and retain history
- ▲ Install temporary artworks on unused buildings
- ▲ Extend planting into the main street, adding artwork or signage
- ▲ Create sightlines to parking at rear of town





EXISTING SIDE ROADS:

- ▲ Limited planting - trees only
- ▲ Physical barriers/fencing
- ▲ Dominant road



OPPORTUNITIES:

- ▲ Narrow side roads to slow vehicles (also consider one way systems)
- ▲ Remove physical barriers
- ▲ Introduce ground level planting



EXISTING MAIN ROAD CROSSINGS:

- ▲ Fencing used as barriers
- ▲ Large spaces of paving not utilised by people
- ▲ Tree protectors dominate vegetation



OPPORTUNITIES:

- ▲ Raised planters behind barriers introduce planting
- ▲ Taller trees protected by raised planters, provide shade
- ▲ Trees limbed to provide pedestrian-vehicle visibility
- ▲ Pedestrian crossing reinforces connectivity, provides safety



EXISTING POCKET PARK:

- ▲ Trees dominated by hard materials
- ▲ Over-use of fencing



OPPORTUNITIES:

- ▲ Remove tree guards
- ▲ Install and extend ground level planting
- ▲ Soften seating
- ▲ Remove fencing



urban enhancement strategy



EXISTING MAIN ROAD CROSSINGS:

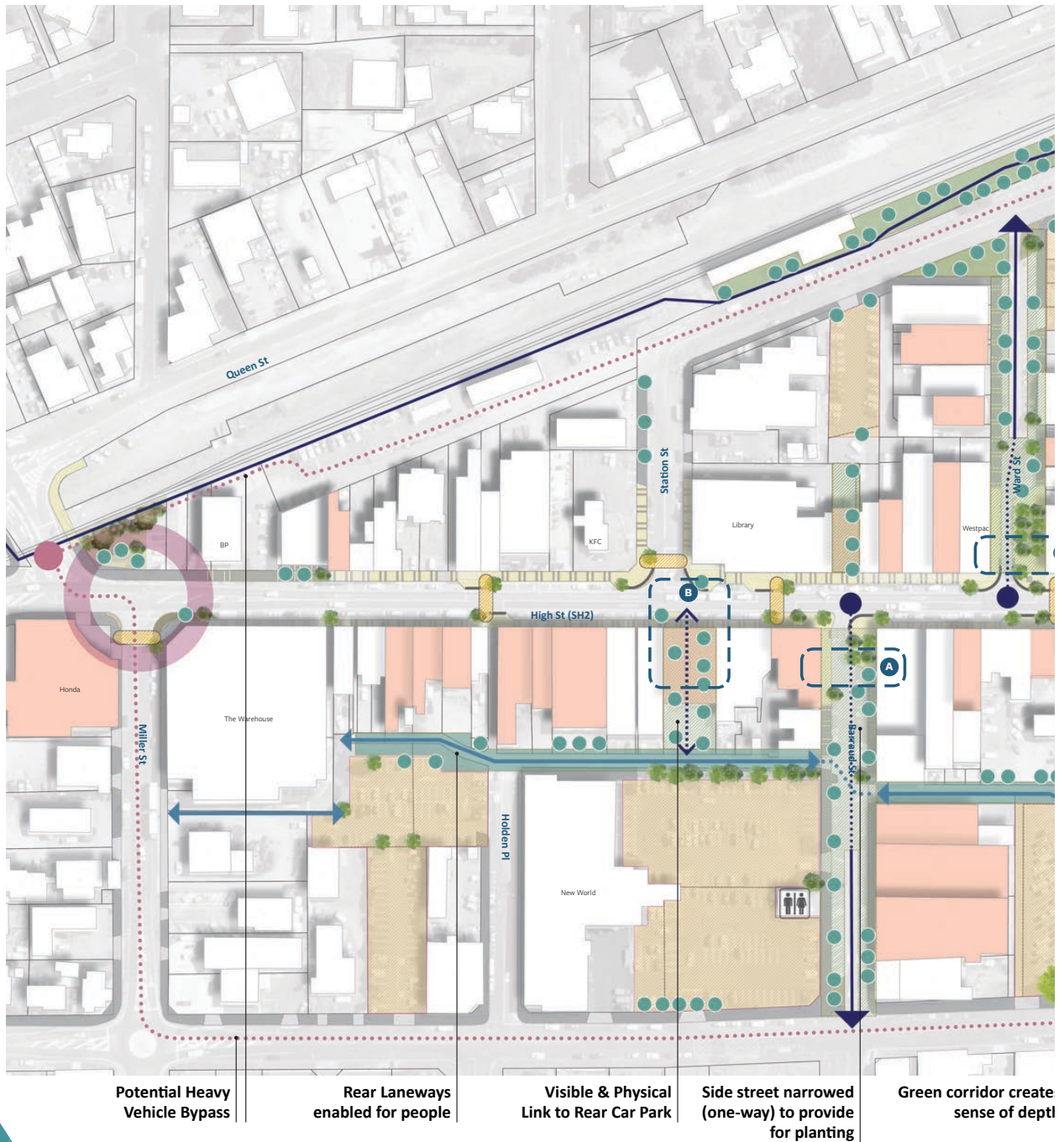
- ▲ Cold, bare space
- ▲ Dominated by advertising



OPPORTUNITIES:

- ▲ Create opportunities for people
- ▲ Planter boxes provide separation from road

DANNEVIRKE STRATEGY MAP







SECTION 4

PAHIATUA

*land of
ranges*

PAHIATUA CONTEXT

HISTORY

The area around Pahiatua was originally occupied by Rangitāne iwi, and later Ngāti Kahungunu also had connection to the region. The name “Pahiatua” is often translated as “place of gods” or “resting place of the gods,” though interpretations vary. The region was rich with seasonal hunting and food gathering due to its forested landscape and proximity to rivers.

Following the arrival of Europeans the town of Pahiatua was founded in 1881 within the densely forested area known as Forty Mile Bush. Initially a timber town, but once the bush was cleared it became a crucial service centre for dairy and sheep farming utilising the fertile lands of the surrounding region.

In the neighbouring settlement of Mangatainoka the Tui brewery was established in 1889 by Henry Wagstaff, drawn by the pure waters of the Mangatainoka River.

The railway reached Mangamutu in the 1890s, boosting the

economic development within the area. Pahiatua’s Main Street was originally planned to accommodate a railway line running down the center. However, the railway was routed through Mangamutu instead, leaving the central strip wide and creating the distinctive median we know today.

Mangamutu, just across the river from Pahiatua is home to Fonterra’s Pahiatua dairy plant, the origins of the dairy factory trace back to the establishment of the Tui Co-operative Dairy Company.

A notable event in Pahiatua’s history was the arrival of 733 Polish child refugees in 1944 during World War 2. The children were orphans or displaced due to the Soviet invasion of Poland, and were brought to New Zealand as part of a humanitarian efforts. Many of those children or their descendants remained in New Zealand. A monument commemorating the Polish children’s arrival stands in Pahiatua today.



TODAY

Today, Pahiatua remains a small, rural community with a population of around 2,500. The town centre continues to serve as an agricultural service center and heart of the community. The town continues to carry a distinct New Zealand service town character.

The rural surroundings, Tararua Ranges and the nearby Mangatainoka River provide a scenic backdrop to the town and offer nearby recreational opportunities including biking, walking, and trout fishing. Within the towns settlements are extensive recreational facilities including the Bush Multisport Park, that continues to be the main destination for sporting activities and events in the Tararua District.

Pahiatua town centre boasts a variety of local shops, cafes, and boutiques along Main Street, providing a charming small-town experience.

The distinctive central median, remaining from the originally planned railway that never eventuated is occupied by spaces for pedestrians, mature trees and planting, toilet facilities, and a children's playground. In the playground is the iconic World War II Harvard aircraft replica that replaced the original aircraft in 2015.

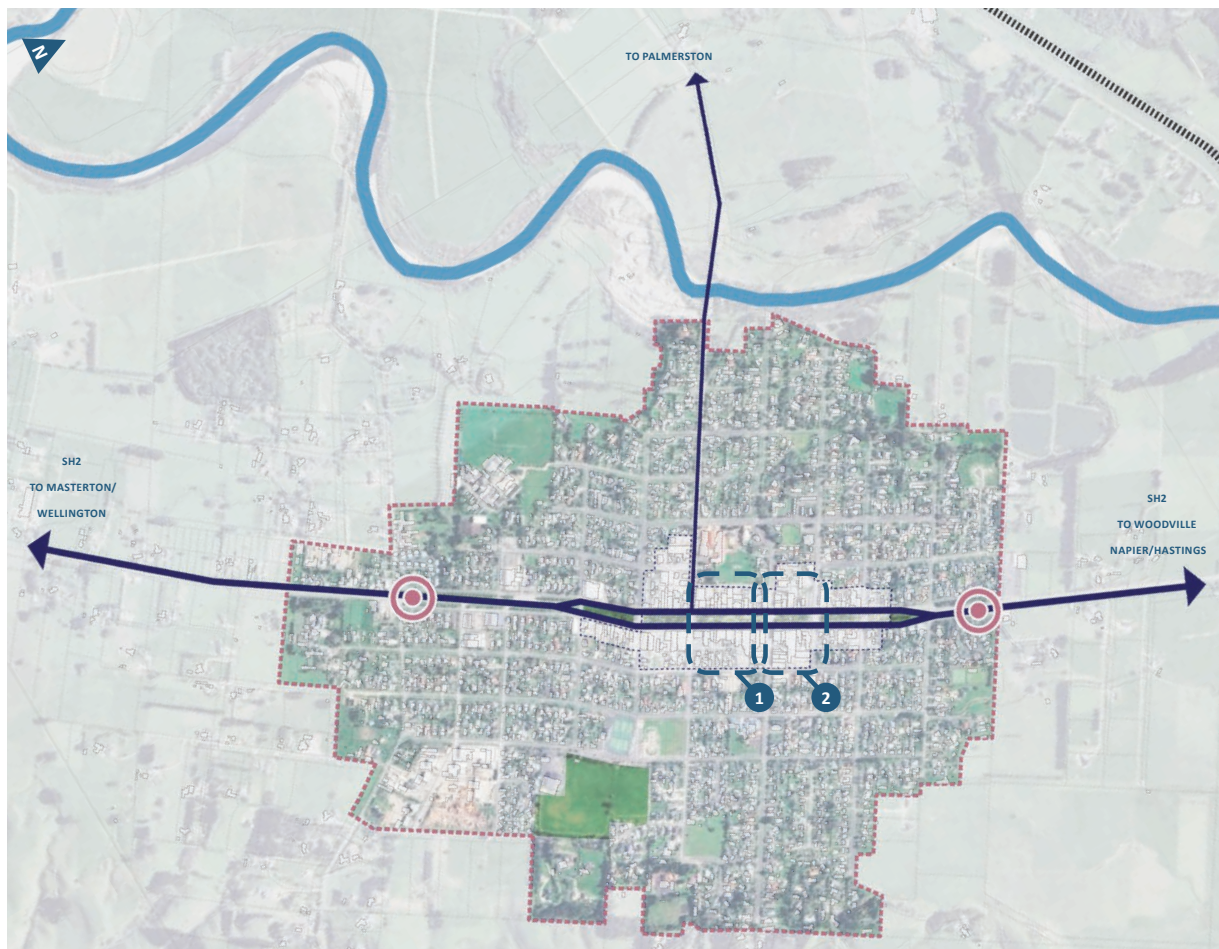
In 2020 the town centre revisualisation was undertaken as part of infrastructure upgrades. A large section of Main Street and the median island was upgraded with plantings among the existing trees, biofilter gardens, urban furniture, lighting, and pathways connecting spaces for public events and gatherings.



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EXISTING MAPS

CONTEXT MAP



1 2 Areas identified as Urban Centre
for Urban Design Strategy

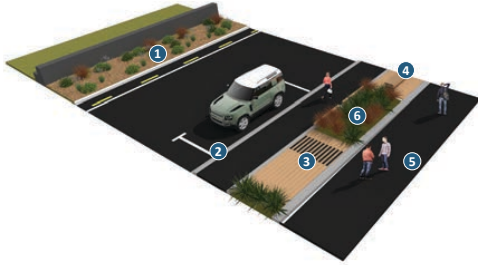
BUILDING OCCUPATION MAP



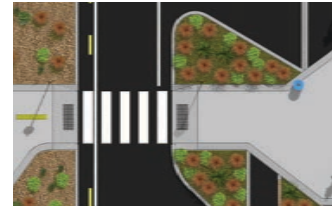
MAIN STREET



A MAIN ST UPGRADED



- 1 Planting central reserve
- 2 Concrete kerb
- 3 Timber boardwalk
- 4 Timber seating
- 5 Asphalt pavement
- 6 Planting



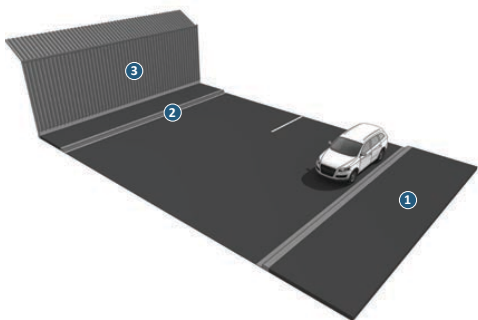
B MAIN ST CROSSING



- 1 Tactile & Directional units for pedestrian crossing
- 2 Native Planting
- 3 Exotic Planting
- 4 Concrete pavement threshold



C WAKEMAN STREET



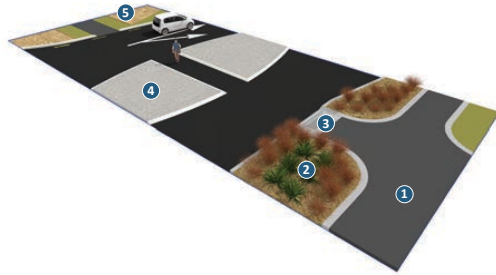
- 1 Asphalt pavement
- 2 Concrete kerb
- 3 Solid building facade



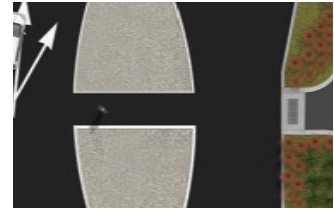
MAIN STREET



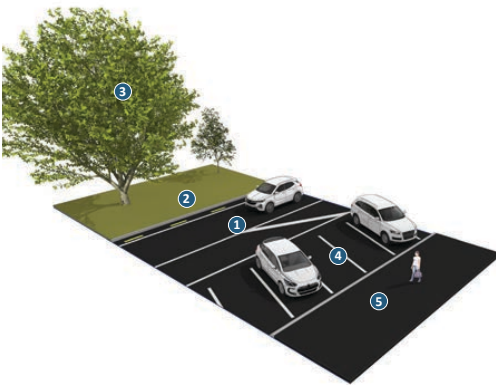
D RESERVE ISLAND CROSSING



- 1 Asphalt pedestrian pavement
- 2 Native planting
- 3 Concrete tactile to crossing
- 4 Loose gravel infill
- 5 Exotic high maintenance planting



E MAIN STREET



- 1 State Highway
- 2 Lawn
- 3 Arboretum style trees
- 4 Angle parking
- 5 Asphalt pavement



	Residential
	Mixed-use
	School
	Lawn
	Planting
	Tree planting
	Parking
	Concrete
	Asphalt
	Earthquake prone buildings

PICTURE BOARD

A selection of images that inspire the identity of Pahiatua





POTENTIAL OPPORTUNITIES

IDENTITY



The wide central median through the centre of town, dividing north and south bound carriageways contributes to this being one of the widest main streets in New Zealand. This also lends itself to the distinct character of the street, with wide open spanse of road and parking along with the green median scattered with mature trees.

The Main Street urban upgrades have also contributed to a new modernised character and identity for the town, which lends a design form for any future works within the main shopping areas.

Key opportunities for further reinforcing the identity of Pahiatua include:

- ▲ Develop a brand or logo for the town that has a bright, refreshed appeal and connects with icon forms that people associate with the town.
- ▲ Develop window stickers and/or posters for shops and public buildings to use to show their connection to the town.
- ▲ Clean up and remove advertising signage and develop new signage rules that provides greater consistency, whilst allowing businesses to advertise and be seen.
- ▲ Review public artworks and installations, and refresh in alignment with the new branding and colours.
- ▲ Repaint the main retail shops in bright, warming colours.

MOVEMENT



Key opportunities for enhancing movement Pahiatua include:

- ▲ Relocation of the State Highway to the western side of the median as a two way arterial route for through traffic, allowing for the eastern side to be more pedestrian focussed with slower moving vehicles.
- ▲ Promote activity within the central median, creating spaces that can be occupied by people for different activities and events.
- ▲ Encourage pedestrian flow between shops, the street, and the central median.
- ▲ Enhance and develop the median as a green corridor with different heights of trees and under planting, allowing for views across the main street .
- ▲ Opportunities for art and installations within the median and footpaths, building facades, etc.
- ▲ Integrating lighting, building on the recent lighting upgrades and incorporating overhead festoon lights in key public spaces.
- ▲ Create wider footpaths, particularly outside hospitality and retail shopping areas where tables, chairs, and umbrellas can be placed out on the street.





ENVIRONMENT

The central median contains an arboretum style selection of mature established trees offering a green corridor through the length of the Main Street. The new upgrades have established lower level native planting integrated beneath the existing mature trees reinforcing this green network.

Key opportunities for improving environmental values within Pahiataua include:

- ▲ Enhance and strengthen the median as a green corridor and space that people can occupy and enjoy for gathering, resting, walking between shops, etc.
- ▲ Incorporate sustainable urban drainage in any future street upgrades including raingardens and bio-filtration infrastructure.
- ▲ Build on and compliment the existing planting palette used within the urban upgrades and existing trees, particularly low level planting beneath existing trees.
- ▲ Indicative plants to reflect the towns existing plant palette:
 - ▲ Arboretum style specimen trees.
 - ▲ Muehlenbeckia.
 - ▲ ground covers and grasses.
 - ▲ raingarden planting.





CONNECTION

Currently State Highway 2 runs through the town forming Main Street, a key link between Wellington region and Hawke's Bay. The generous width and median of Main Street offers great opportunities to provide direct through traffic routes separate to local vehicle activities and pedestrian focused spaces.

Key opportunities for connecting Pahiatua include:

- ▲ Relocation of the State Highway to the western side of the median as a two way arterial route for through traffic, allowing for the eastern side to be developed for local traffic and those visiting the shopping area.
- ▲ Allow for parallel parking along the eastern side to encourage pedestrians to occupy the reserve without needing to cross the road.
- ▲ Establish safe pedestrian crossings connecting across Main Street, particularly on the eastern side where pedestrian movement is promoted.
- ▲ Consider traffic calming options on the eastern side including narrowing of road, and raised crossings.
- ▲ Allow for safe vehicle connections between the western and eastern roads.
- ▲ Retain sight lines between the eastern and western sides of the Main Street between trees, or by crown lifting existing tree canopies.
- ▲ Incorporate Wayfinding into the street network and key connections from the median and other public spaces through signage or directions on pathways.

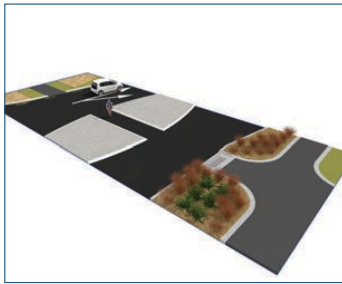


PLACE

Pahiatua's Main Street includes a range of retail and commercial offerings. While both are essential to service the towns community and wider agricultural services there is a divide between the two activities and how people interact with these shops.

- ▲ Encourage larger agricultural and rural services and commercial activities to the western side of Main Street, supported by the main through road and parking directly outside shops.
- ▲ Continue urban upgrades to include full median from the playground at the north end through to the south end.
- ▲ Develop shopping zone on the eastern side with a focus on pedestrians and spaces for people to occupy informally, or for gatherings, or events including pockets of open spaces, versatile platforms/seating, and lighting.
- ▲ Continuation of the street upgrades with quality urban furniture.
- ▲ Consider new street art and installations and communities involvement.
- ▲ Incorporate signage capturing history of Pahiatua, including cultural connection to place and narratives.





EXISTING RESERVE CROSSINGS:

- ▲ Wide crossing
- ▲ Dominant road

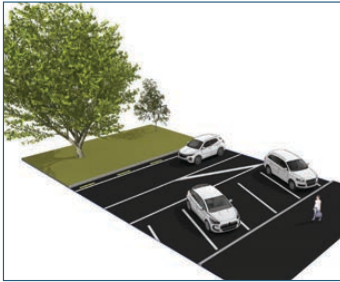


OPPORTUNITIES:

- ▲ State Highway moved to the western side of the median.
- ▲ Central crossing narrowed and given a higher pedestrian focus.
- ▲ Introduce ground level planting.



urban enhancement strategy



EXISTING MAIN ROAD:

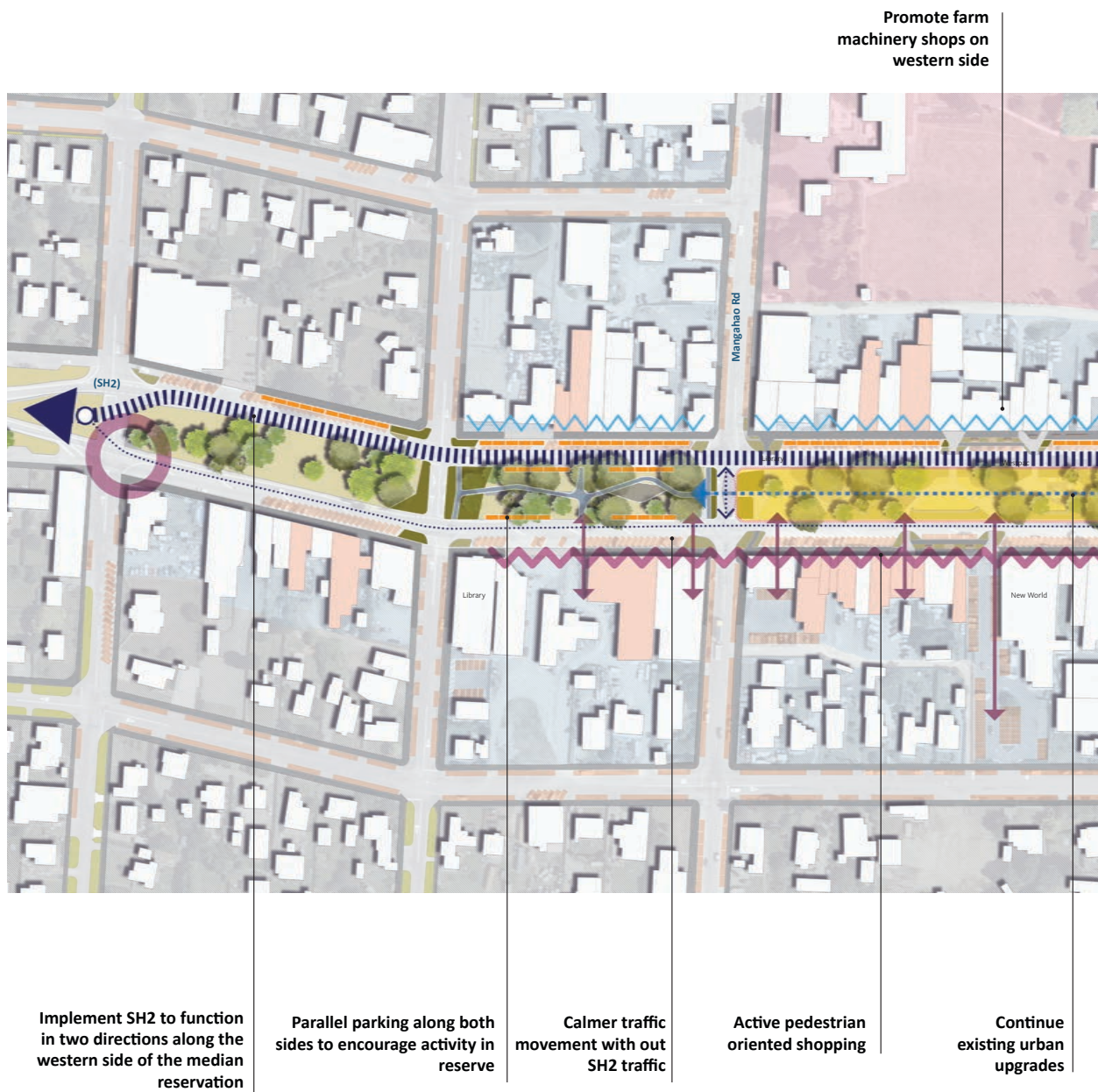
- ▲ Wide roadway, State Highway
- ▲ Limited planting (angled, one side only)



OPPORTUNITIES:

- ▲ State Highway moved to western side so eastern side becomes more locally focussed.
- ▲ Narrow road to slow vehicles.
- ▲ Continue the existing urban upgrades programme.
- ▲ Parking on central reserve to encourage pedestrian activity in the median.

PAHIATUA STRATEGY MAP





Narrow traffic cut
through for easier

Regular crossings into
reserve

- SH2 two directions
- Local traffic, slow speed environment
- Extension of existing upgrade projects
- Carparking
- Planting
- Pathways
- Upgraded urban area
- Active shop fronts
- Earthquake prone buildings
- Existing green spaces
- CBD Gateway



SECTION 5

WOODVILLE

WOODVILLE CONTEXT

HISTORY

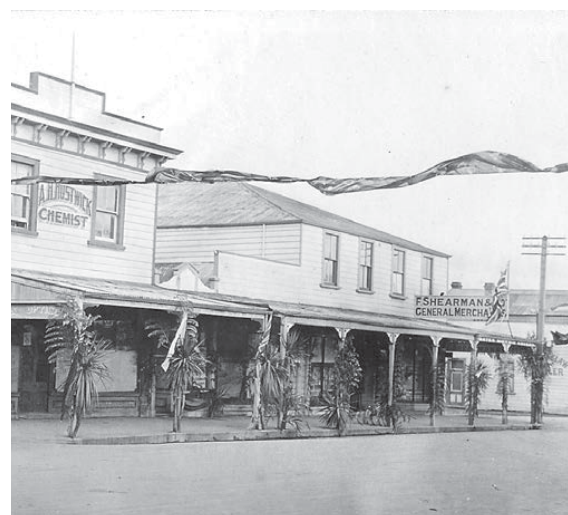
Pre-arrival of European settlers, the area now known as Woodville was inhabited by Māori. The region was part of the traditional territory (rohe) of the Rangitāne iwi, who had a presence in the wider Manawātū area. Māori used the land for hunting, fishing, and farming, and the river provided a key connection through the Manawātū gorge.

European settlers began arriving in the mid-19th century, attracted by the fertile lands and proximity to the Manawātū River. In 1855, the New Zealand Company purchased land from Māori, and the area started to see the development of European-style farming.

Woodville's first major settlement was established by the Wellington-Manawātū Railway Company in the 1880s. The town developed as a service center for the surrounding farmland, with the construction of the railway line being pivotal. The railway allowed for the transportation of farm goods to larger cities like Wellington and Palmerston North, boosting the town's economy.

By the late 19th century, Woodville had grown into a thriving town. It was officially established as a town in 1879. The development of essential infrastructure such as schools, churches, and community halls strengthened the town's sense of identity and community.

The settlement's development was heavily influenced by agriculture, particularly dairy farming, which remains a key industry in the area today. The fertile soil of the region made it ideal for farming, and over time, the town became an important hub for both agriculture and forestry.



TODAY

Today, Woodville is a small but vibrant rural town with a population of around 4,000 people. It serves as a service center for the surrounding agricultural region, with dairy farming, sheep farming, and forestry being significant contributors to the local economy.

The town retains its historic charm, with quaint streets, and buildings reflecting its early European settlement, including old shops, railway buildings, and the iconic clock tower.

Nestled near the foot of the Tararua Ranges and proximity to the Manawatū Gorge, a popular natural landmark, Woodville has a direct connection to the rugged, natural beauty of its surroundings. Additionally, in the 21st century extensive wind farms have been established along the Tararua Ranges, these are visible from the town and have become a part of the wider landscape in which Woodville is located.

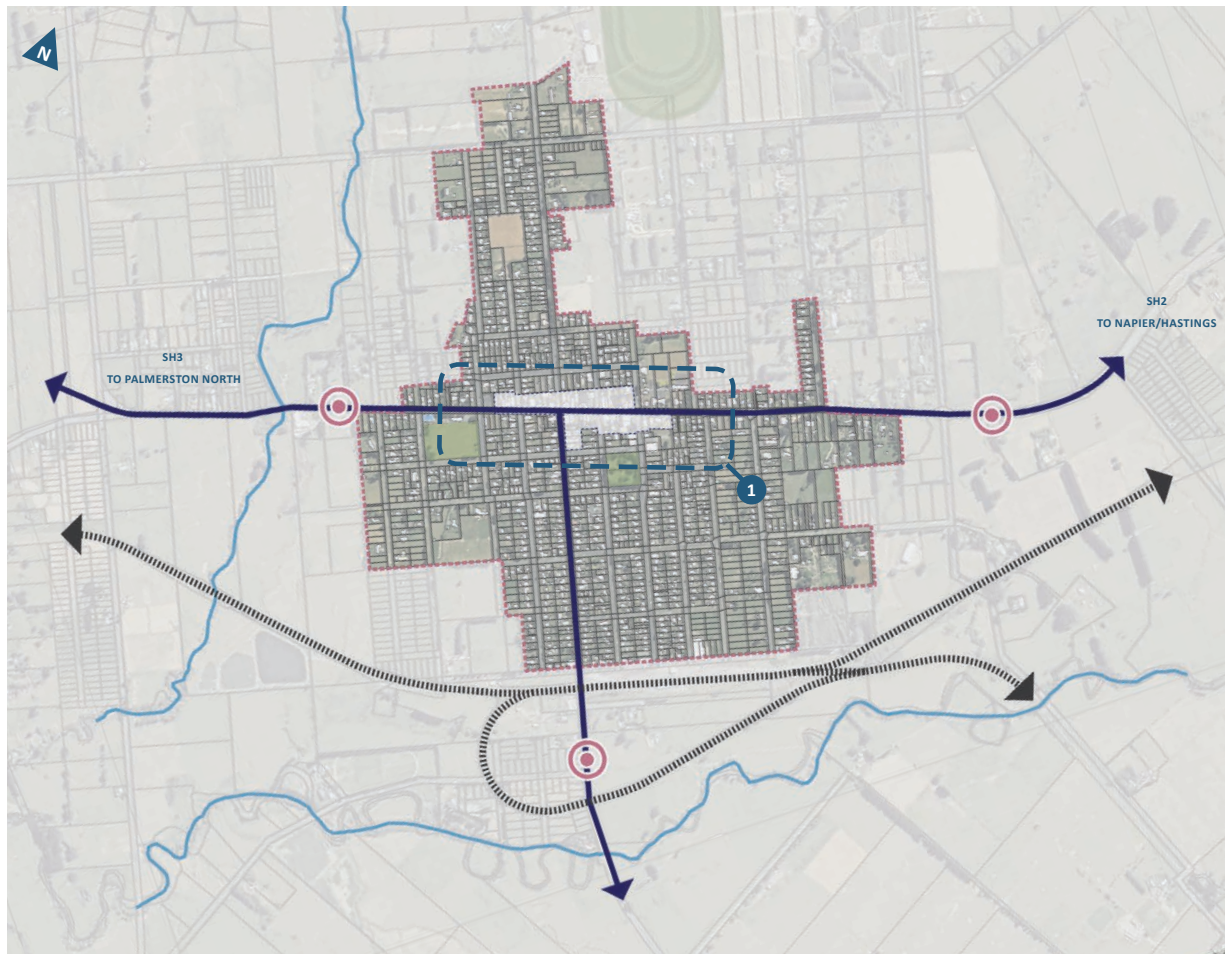
Within the heart of Woodville's township is the junction of State Highway 2 and 3 providing a key rest stop on the routes between Palmerston North or Wairarapa and Napier, making it a convenient stop for travelers. Many cafes and amenities offer options for those wanting to grab a bite, or a drink on their travels, welcoming visitors with a friendly smile and an invitation to slow down and enjoy the simple pleasures the town.

Throughout the year Woodville hosts a variety of events and local activities centered around agricultural shows, festivals, and other community gatherings. The town's history, particularly reflecting on European settlement, the railway system, and agricultural locality continues to be evident in the character of Woodville today.



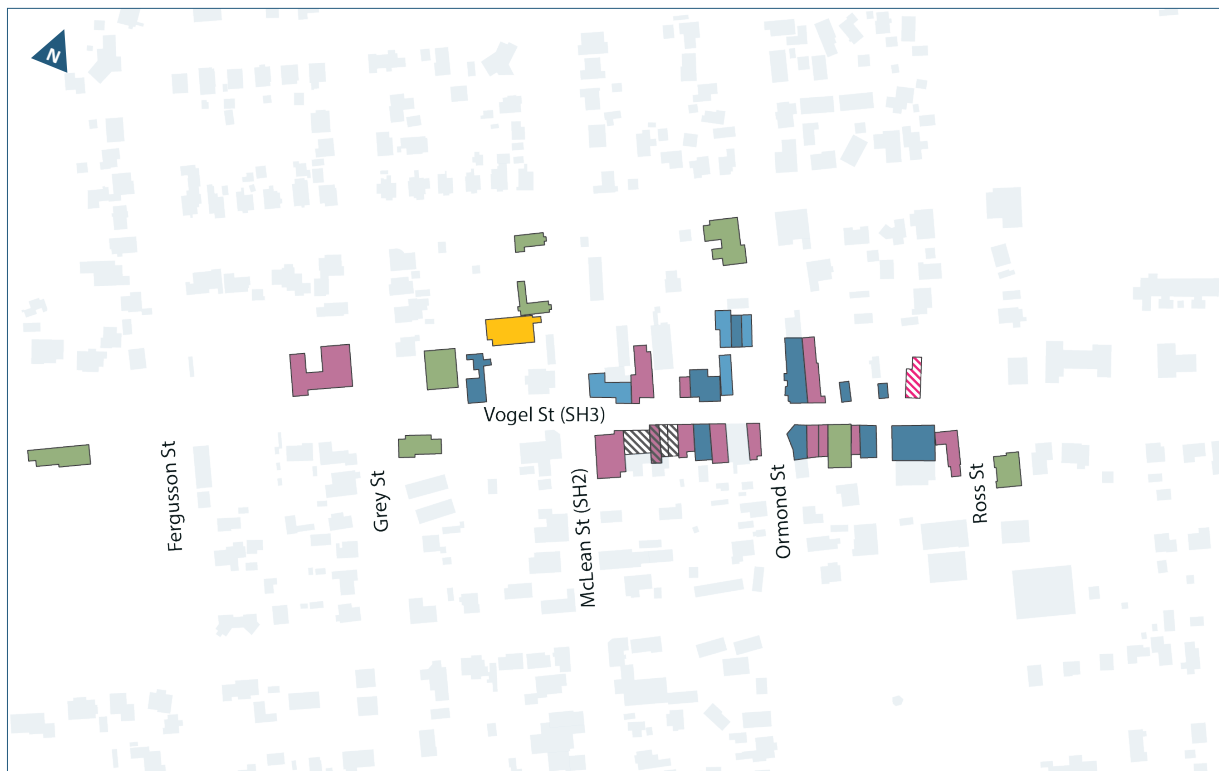
EXISTING MAPS

CONTEXT MAP



- 1 Area identified as Urban Centre
for Urban Design Strategy

BUILDING OCCUPATION MAP














- Retail premise
- Office premise
- Large format retail
- Commercial agricultural / support
- Industrial
- Food / Restaurant
- Municipal / Bank / Community
- Accommodation Motel / Hotel
- Health - Gym / Dentist / Physio etc.

1 WOODVILLE TOWN CENTRE





-  Residential
-  Mixed-use
-  School
-  Lawn
-  Planting
-  Tree planting
-  Parking
-  Concrete
-  Asphalt
-  Colored Concrete Pavers
-  Earthquake prone buildings

PICTURE BOARD

A selection of images that inspire the identity of Woodville.





POTENTIAL OPPORTUNITIES

IDENTITY



Woodville is located at the junction of two highways, and as such has become a recognisable break stop for people journeying, featuring a relatively high proportion of cafes and food shops. This is also reinforced by its walkability and village feel - despite the two sides of the main street being separated by a busy highway.

The town also has a strong connection to both the Tararua and Ruahine Ranges, and is located at the heart of what was once the 70-mile bush, near the eastern entrance to the Manawatū Gorge. Historically there has been a connection to the wind farms, but more recently locals have been seeking a new identity for the town.

Key opportunities for ingraining the identity of Woodville include:

- ▲ Develop a brand or logo for the town that connects it with the natural landscape of the Ranges, 70-mile bush and Manawatū Gorge.
- ▲ Develop window stickers and/or posters for shops and public buildings to use to show their connection to the town.
- ▲ Enhance the planting using predominantly native species to create a new, nature-focussed identity.
- ▲ Refresh and repaint buildings in the town centre using a small palette of bright colours that contrast well with dark trees and planting.
- ▲ Clean up and remove advertising signage and develop new signage rules that provides greater consistency, whilst allowing businesses to advertise and be seen.

MOVEMENT



The town has a lot of vehicle movement and reasonable pedestrian activity. Unlike Dannevirke, the shop canopies do not darken the pavements, and there is often good visibility into the shops and cafes themselves.

Key opportunities for enhancing movement in Woodville include:

- ▲ Create a series of “standard” Woodville banners that can be rotated throughout the year (mounted on existing banner mounts).
- ▲ Encourage cafes to utilise the pavement, including closing car parking spaces to allow them to extend seating into the street.
- ▲ Enrich the planting to provide movement of vegetation.
- ▲ Consider the installation of visible water features that reinforce the connection with nature and the Manawatū Gorge.
- ▲ A *Heavy Vehicle Bypass* already exists between the north and south, but an additional bypass could be considered north to west to reduce heavy vehicle movements in the town centre - however this would required additional consultation and road upgrades.





ENVIRONMENT

As already identified, a key strategic opportunity for Woodville is to enrich planting. Several traffic islands within the town already hint towards this outcome, but they lack a unified strategy, and there are few street trees.

To refresh the identity of Woodville, utilising planting that is reflective of wider natural landscape, especially that of the widely-recognised Manawātū Gorge and the 70-mile bush has the opportunity to create a truly unique rural town.

Key opportunities for improving environmental values within the village include:

- ▲ Develop a unified planting palette for use in public (and potentially private) gardens and traffic islands that provides a rich and dominating native vegetation framework to the town.
- ▲ Use clusters of street trees (rather than standard avenues) to reinforce a natural planting arrangement.
- ▲ Install more ground level planting beds, especially around cafe spaces.
- ▲ Introduce interpretative signs that tell narratives of the 70-mile bush.
- ▲ Indicate key species to reflect a Nordic landscape:
 - ▲ Podocarp trees (including beech, blue totara)
 - ▲ Chionochloa flavicans (native toe toe)
 - ▲ Red coprosma
 - ▲ Dense copses of lancewood, ti kouka
 - ▲ And a mix of similar native species, closely planted





CONNECTION

Similar to Dannevirke, a key challenge for Woodville is maintaining active pedestrian linkages across the busy main street - however the community are very keen to retain the highway through the town centre. Therefore, other methods of connection are needed.

Interestingly, there are only two formalised pedestrian crossings, so potentially an additional could be considered. Interestingly, the more commonly used public toilets are located some way back from the main street (in Fontaine Square) with no direct pedestrian linkage to Vogel Street.

Key opportunities for connecting Woodville include:

- ▲ Consider additional pedestrian crossing near to the centre of the town.
- ▲ Enhance the EV charging opportunities, and expand the public toilets on the Vogel Street to encourage visitors to the town centre.
- ▲ Create key gateways to signify the centre of town.
- ▲ If the recreation ground is developed for retail (in accordance with Council Urban Growth Strategy), extend urban design treatment of footpaths to ensure it connects with the town centre.



PLACE

Sadly, a number of buildings in Woodville are earthquake prone and are likely to need demolition in the future. As such, there is potential for the town to become fragmented with undeveloped sites. However, these could also be used as temporary (or even semi-permanent) spaces for enhancing the environmental strategies.

Key opportunities for enhancing place in Woodville include:

- ▲ Undertaking native planting on undeveloped or unoccupied sites - potentially considering species that can be used for Rongoa (Māori medicine) or foraging.
- ▲ Create a new urban furniture suite based on wood and natural materials.
- ▲ Use timber post and rail fences and timber bollards to contribute to the identity whilst providing safety outcomes.
- ▲ Consider new street artworks and temporary artwork displays.



OPPORTUNITIES:

- ▲ Create places to eat that reinforce a connection to nature
- ▲ Use pedestrian crossings to enrich native planting and enhance connections
- ▲ Use post and rail fencing for safety, and chunky timber seats to reinforce nature identity



EXISTING SH₂/SH₃ JUNCTION:

- ▲ Earthquake prone building
- ▲ Simple bollards
- ▲ Dominance of hard surfaces

OPPORTUNITIES:

- ▲ Remove building
- ▲ Install native planting area
- ▲ Replace bollards with post/rail fencing

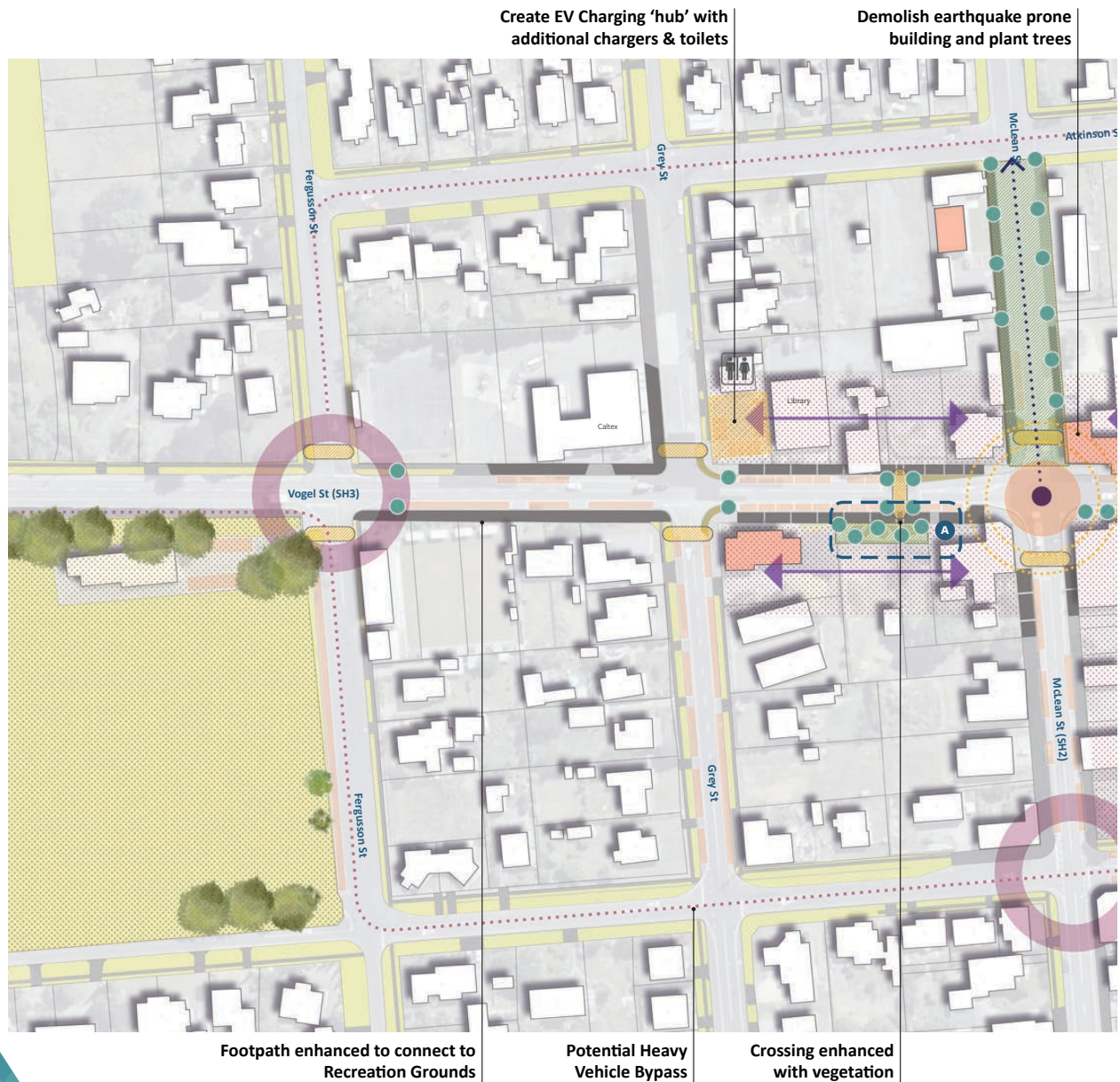


OPPORTUNITIES:

- ▲ Earthquake prone building removed
- ▲ Planting installed to create pocket-park
- ▲ Natural water feature installed



WOODVILLE STRATEGY MAP







SECTION 6

EKETĀHUNA



*land of
ranges*



EKETĀHUNA CONTEX

HISTORY

Eketāhuna situated on the banks of the Makakahi River in northern Wairarapa, was settled in 1872.

Developed and built by Scandinavians who originally called the township Mellemskov, meaning 'heart of the forest'. The founding settlers immigrated to New Zealand to clear the seventy-mile bush that extended to Southern Hawkes Bay, that was so dense it was only accessible by river or tracks used by Māori for centuries. As the land was cleared, dairying and sheep farming developed becoming the predominant function of the region.

It was renamed to Eketāhuna in the late 1870's. 'Eke' means to land or come aground, and 'tāhuna' is a sandbank. One interpretation is that the site was the furthest south that canoes could travel on the Makakahi River. The last known village (or camping ground, as some people say) was Te Waiwaka at the southern end of Eketāhuna. It was from there that the people travelled on to southern Wairarapa.

Eketāhuna was badly hit by the 1942 Wairarapa Earthquakes, which also affected Masterton through to Wellington.



TODAY

Today, Eketāhuna is a small community that largely centres around farming. There is a small selection of retail outlets, including a 4-Square and a family-run farming supplies store. In addition there are various cafe's, and the Eketāhuna Inn which is situated on the main street.

A prominent identity icon is the larger-than life 3D kiwi near the pedestrian crossing, and the large kiwi cut out adjacent to the 4-Square. In addition, the war memorial at the southern end of town is somewhat iconic for the town.

A key characteristic is also the very wide road, which gives the town a great sense of space. The town centre is also located on an elevated knoll, such that both the northern and southern entrances slope up to the town.

Planting within the town centre is generally low key, and there are limited street trees (if any).

Yellow and black bunting has historically been hung from shop canopies, and in places this is still evident. The street lights have fixings for banner installations, but these appear to be sporadically used.

Unfortunately many of the shops are vacant, and as such the overall architectural character of the town is somewhat rundown. However some buildings, such as the Inn and the long-established Herbert & Co building, are brightly painted.

Eketāhuna proudly associates with kiwi which are widely found in the surrounding bushlands. It also strongly associates with Pūkaha Mt Bruce Wildlife Centre.

Interestingly, the location of the public toilets on the main street means that Eketāhuna is commonly used as a quick stopping place for people passing through.



EXISTING MAPS

CONTEXT MAP



A TOWNCENTRE CROSSING



Existing Elements

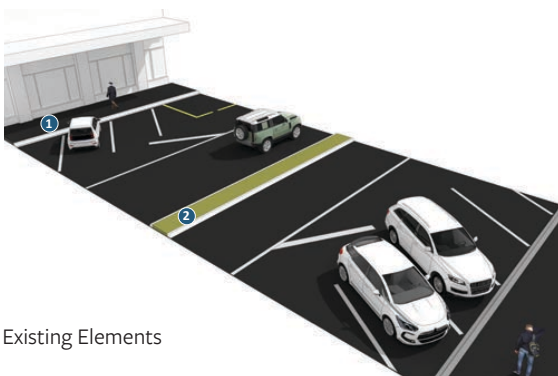
- 1 Planting
- 2 Exposes aggregate pavement
- 3 Painted concrete kerbs
- 4 Corten Seat
- 5 Litter bin, clad timber recycled paling
- 6 Crossing tactile



1 TOWNCENTRE



B SH2 TOWNCENTRE



Existing Elements

- 1 Asphalt pavement
- 2 Central grass reserve

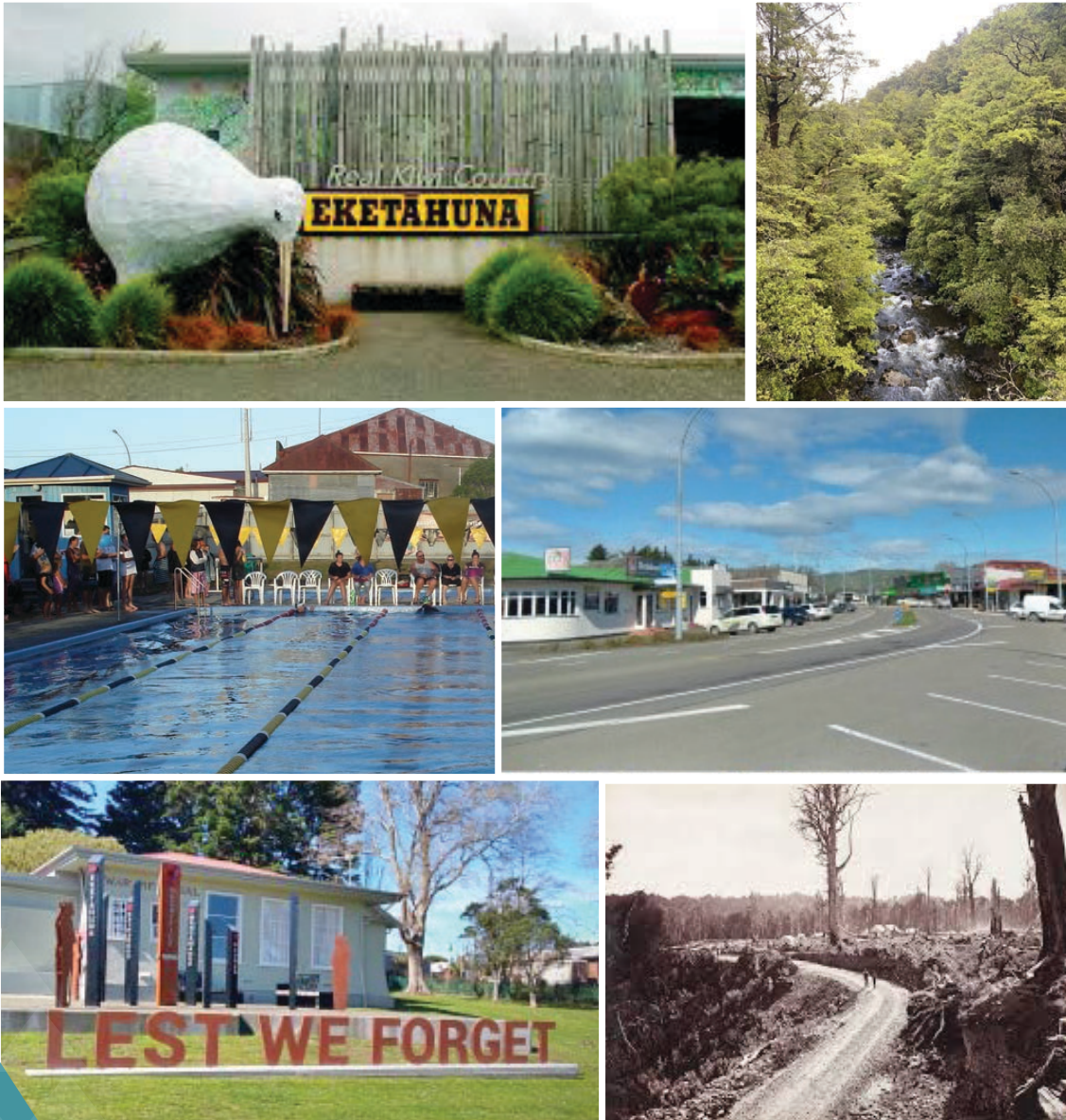
OCCUPATION



- Retail
- Industrial
- Food / Restaurant / Entertainment
- Community
- Commercial agricultural / support
- Unoccupied

PICTURE BOARD

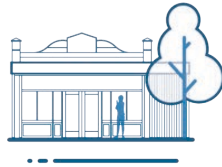
A selection of images that inspire the identity of Eketāhuna.





POTENTIAL OPPORTUNITIES

IDENTITY



Eketāhuna has established itself as a symbolic icon for kiwi, with its close proximity to the Mount Herbert Conservation Centre. The popular strapline 'Real Kiwi Country' remains a strong part of the identity of the town, strengthening its connection not only to the bird, but also to the way of life of rural New Zealanders.

Key opportunities for enhancing identity in Eketāhuna include:

- ▲ Enhance the existing yellow and black kiwi branding.
- ▲ Develop window stickers and/or posters for shops and public buildings to use to show their connection to the town.
- ▲ Reinststate the yellow and black bunting, and use the same bright colouring on the banner poles.
- ▲ Enhance the planting using predominantly native species to further reinforce the connection with nature.
- ▲ Expand the artworks and sculptures in the town beyond just the kiwi to focus on the wider countryside.
- ▲ Consider developing a materials theme, such as corten steel, that can be used for feature work across the town and in sculptures.
- ▲ Create a colour palette for buildings that is focussed on bright primary colours (especially yellow), and undertake painting of dark coloured or run-down buildings.

CONNECTION



One of the key challenges with creating a connected Eketāhuna is the width of the main street, and the separation of the eastern side with the western side (due to the Mākāhiki River). These are difficult to resolve physically, and so will need to be worked around.

- ▲ Install a second pedestrian crossing near the public toilets that encourages visitors to walk a circuit of town, or alternatively...
- ▲ ...consider moving the public toilets altogether, bringing them closer into the centre of town, and ensuring there is plenty of parking.
- ▲ Utilise a common planting theme and colour theme across the whole town so that it feels connected.



PLACE

Eketāhuna already has a number of great spaces that can be used by people, and many of the cafe's already occupy the footpaths. This activity is encouraged and should continue. In addition, the other opportunities identified, particularly planting, will help create a more people-friendly environment that encourages through-travellers to stop.



ENVIRONMENT

The town centre is predominantly a wide asphalted space with a few pockets of successful native planting where previous upgrades have taken place, yet a key element of the identity is the connection to kiwi and the surrounding native bush.

Key opportunities for improving environmental values within Eketāhuna include:

- ▲ Widen the planting beds, and create new ones, and plant with a bold mix of native species.
- ▲ Install tall street trees throughout the main street, ensuring they are limbed up to allow visibility.
- ▲ Introduce interpretative signs that tell kiwi narratives and great farming stories.
- ▲ Indicate key species to reflect a kiwi landscape:
 - ▲ Podocarp trees (including beech, blue totara)
 - ▲ Ferns
 - ▲ Muehlenbeckia & Libertia
 - ▲ Dense copses of lancewood, ti kouka
 - ▲ Hebe
 - ▲ A mix of similar native species, closely planted





MOVEMENT

Being a State Highway, there is a relatively high level of vehicle traffic through the town centre, however the wide street and open visibility means that it remains reasonably safe for pedestrians to cross, even not at the crossing.

However, there could be improvements to the parking to allow greater visibility into the shops, and retaining the opportunity for shops to use the street as part of their retail space.

Key opportunities for enhancing movement in Eketāhuna include:

- ▲ Develop a theme of murals across the town, celebrating the identities of local people (famous or not) and using painting techniques that capture people undertaking activities or moving.
- ▲ Encourage occupation of sidewalks pushing-out level cafe occupation into the street.
- ▲ Install bunting or banners that move in the wind.
- ▲ Install planting that has movement and interest.





EXISTING:

- ▲ Angled car parking
- ▲ Wide roads
- ▲ Limited planting
- ▲ Steep pavement



OPPORTUNITIES:

- ▲ Vehicle parking re-orientated to allow footpath to widen.
- ▲ People given seating opportunities close to the street.

EKETĀHUNA STRATEGY MAP



Additional crossing
close to toilets

EV Charger within town

Street tree planting





SECTION 7

NORSEWOOD



land of
ranges



CONTEXT

HISTORY

Rangitāne-o-Tamaki-nui-a-Rua and Ngāti Kahungunu Tāmaki-nui-a-Rua have occupied this area for many years. The surrounding landscape remains significant, particularly the connection with the Ruahine Ranges and the many waterways around Norsewood.

The village as it is seen today was established in the 1870's by a group of Scandinavian settlers, predominantly from Norway, Sweden, and Denmark. They chose to name the town Norsewood as a nod to their Scandinavian heritage.

The government was actively encouraging European settlers to develop the country's land. The land around Norsewood was challenging, the dense forests of seventy mile bush, harsh winters, and an unfamiliar climate. Despite the challenges, eventually the land was cleared and farms were established.

Norsewood initially served as a logging outpost aimed at clearing the forest to facilitate the construction of a railway line and to support agricultural development in the region. The introduction of sawmills and other industries helped the town's economy grow, and it became known for its timber and farming. The village was officially surveyed in 1874, and in 1881, Norsewood was connected to the rest of the country by the railway line, which boosted its accessibility and allowed for better trade and communication.

TODAY

Today, Norsewood is a quiet rural community. While it retains a deep connection to its Scandinavian past, the village has modernized over the years. The main industries are still farming and agriculture, but Norsewood is also known for its picturesque setting and as a stop over for travelers exploring the wider Tararua and Hawke's Bay area.

The Scandinavian influence is still evident, thanks to the early residents who were keen to preserve their cultural traditions, and how this has been carried through to modern day with names, the museum, architectural references, and events and celebrations focused on the Scandinavian heritage.

Norsewood is separated by State Highway 2 into the upper and lower sections. Upper Norsewood is the main area of settlement with the school and shops located along Coronation St.

The street scape is characterised by the wide main street lined with a footpath either side, angled car parking and scattering of exotic specimen trees within the road corridor. Key features are the building facades reflecting the towns heritage.

There are few visible connections to the Māori cultural landscape values or history.



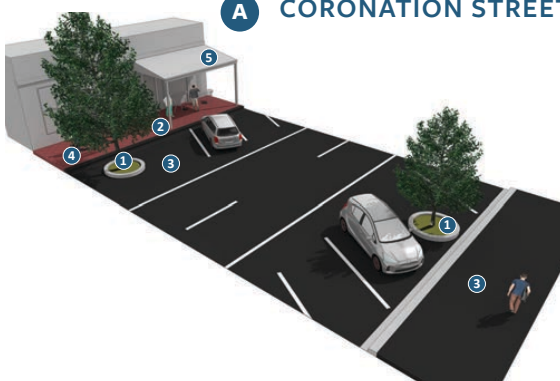
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EXISTING MAPS

CONTEXT MAP



A CORONATION STREET

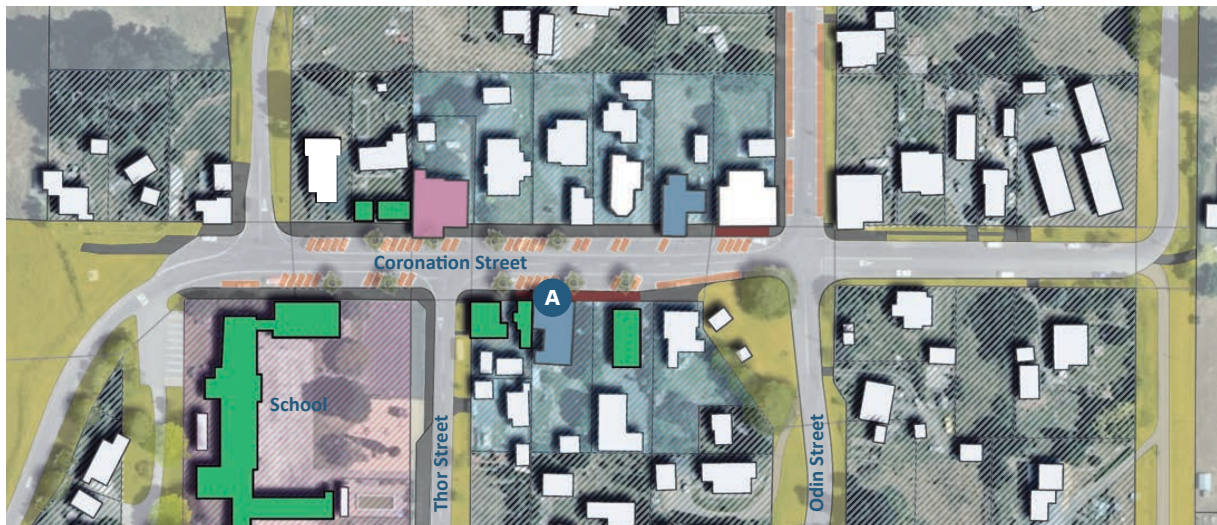


Existing Elements

1. Street tree planting between parking spaces
2. Red concrete paver's
3. Asphalt pavement
4. Street furniture
5. Adhoc Canopies



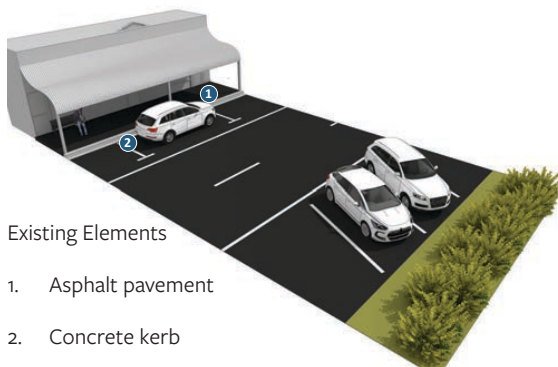
1 TOWNCENTRE - UPPER



2 TOWNCENTRE - LOWER



B HOVDING STREET



OCCUPATION

	Retail
	Industrial
	Food / Restaurant / Entertainment
	Community

	Residential
	Mixed-use
	School
	Lawn
	Planting
	Tree planting
	Parking
	Concrete
	Asphalt
	Earthquake prone building

PICTURE BOARD

A selection of images that inspire the identity of Norsewood, and its historical connection to Scandinavia.





POTENTIAL OPPORTUNITIES

IDENTITY



The Norsewood community indicated their strong desire to retain and connect with their Scandanavian past. This strong history, reflected in the village and street names is also evident in the annual activities that take place and the pride the community have in their museum and public art.

The key opportunities identified for enhancing the identity of Norsewood include:

- ▲ Develop a brand or logo for the town that references nordic symbologies in balance with Māori narratives.
- ▲ Develop window stickers for shops and public buildings to use to show their connection to Norsewood.
- ▲ Develop a “Norsewood Flag” based on the colours and patterns of Scandanavia together with Māori narratives.
- ▲ For commercial and public building upgrades, consider how these can be designed to blend both Scandanavian and New Zealand architecture.
- ▲ Repaint buildings in the town centre in a variety of bright colours, reflective of Scandanavian architecture.
- ▲ Develop a street furniture and materials palette and design based on the historical timber trades.
- ▲ Enhance and extend public art to reflect the history.

MOVEMENT



As well as being an attraction of the village, its quiet nature means there is relatively low movement of people and vehicles. Therefore it's necessary to think of other ways to enhance visibility of movement and human interactions.

Key opportunities for improving activity within the village include:

- ▲ Use more angled flag posts adorned with the Norsewood Flag to enhance movement.
- ▲ Install hooks across the street to allow for bunting to be installed for events and gatherings.
- ▲ Strengthen connections between shop entrances through sightlines and road patterning, potentially re-distributing parking spaces to give greater visual presence to door openings.
- ▲ Consider how to create more open views into the school so that the activity in the school adds life to the village.
- ▲ Re-distribute and upgrade public seating in places that are pleasant to sit but that promote interaction between pedestrians and people in vehicles.
- ▲ Bring more trees into the village centre that create movement in the wind and bring birds.





ENVIRONMENT

Asphalt and concrete are prominent surfaces within the village centres, despite its location in a wide, rural landscape. The visible presence of vegetation is also diminished by the use of deciduous trees in the road corridors, and the setting back of other vegetation deep into properties.

Key opportunities for improving environmental values within the village include:

- ▲ Develop a unified planting palette for use in public (and potentially private) gardens and traffic islands, utilising exotic trees and native low ground covers that provide a mix of Scandinavian and New Zealand planting styles.
- ▲ Extend planting further into the street and use more regular patterning to visually enhance amenity.
- ▲ Use feature rocks as a way to reference the prominent geology of Scandinavian landscapes and the Ruahine Ranges.
- ▲ Retain viewshafts to the wider landscape.
- ▲ Indicate key species:
 - ▲ White birch
 - ▲ Ferns
 - ▲ Grasses
 - ▲ Thyme





CONNECTION

As a village, pedestrian movement through is relatively uninhibited. However, a key issue is the distinct separation between upper and lower Norsewood and its physical separation from the SH2 corridor.

Key opportunities for improving connectivity within the village include:

- Strengthening viewshafts and pedestrian connectivity between the shops, museum and the village green on Thor Street.
- Introducing educational wayfinding and interpretative signage that guides visitors through the town, including visibly connected symbols.
- Graphically enhance the existing maps, referencing the branding, to help people find their way around.
- Enhance the entrance signage on SH2 to reflect the bright colouring and brand associated with the village identity, and include references to the shops, cafe and museum, perhaps including the village flag.
- Create gateway features that entice visitors.
- Provide bicycle stands and consider bike lanes on the entry roads from SH2.
- Install EV chargers on the main street.



PLACE

The village currently feels a little stark and dominated by vehicles. Additionally, while there is a strong online presence of the great Norsewood festivals, there is little physical reference to these in the village. However there is a strong sense of safety, a feeling you can easily leave your vehicle unlocked.

Key opportunities for enhancing place outcomes include:

- Widen the key footpaths to allow for outdoor tables by the cafes and for shop displays to spill outside.
- Strengthen sightlines across the street, removing barriers such as fences and introducing more permeable delineators (such as planter boxes).
- Enlarge the existing community notices board and relocate it to a more visible location.
- Consider opportunities for installing photo frames that can be updated with photos or posters of village events.
- Enhance the interpretative signs using the Norsewood branding, including photos of people undertaking activities and possibly audible narratives (push-button).



EXISTING:

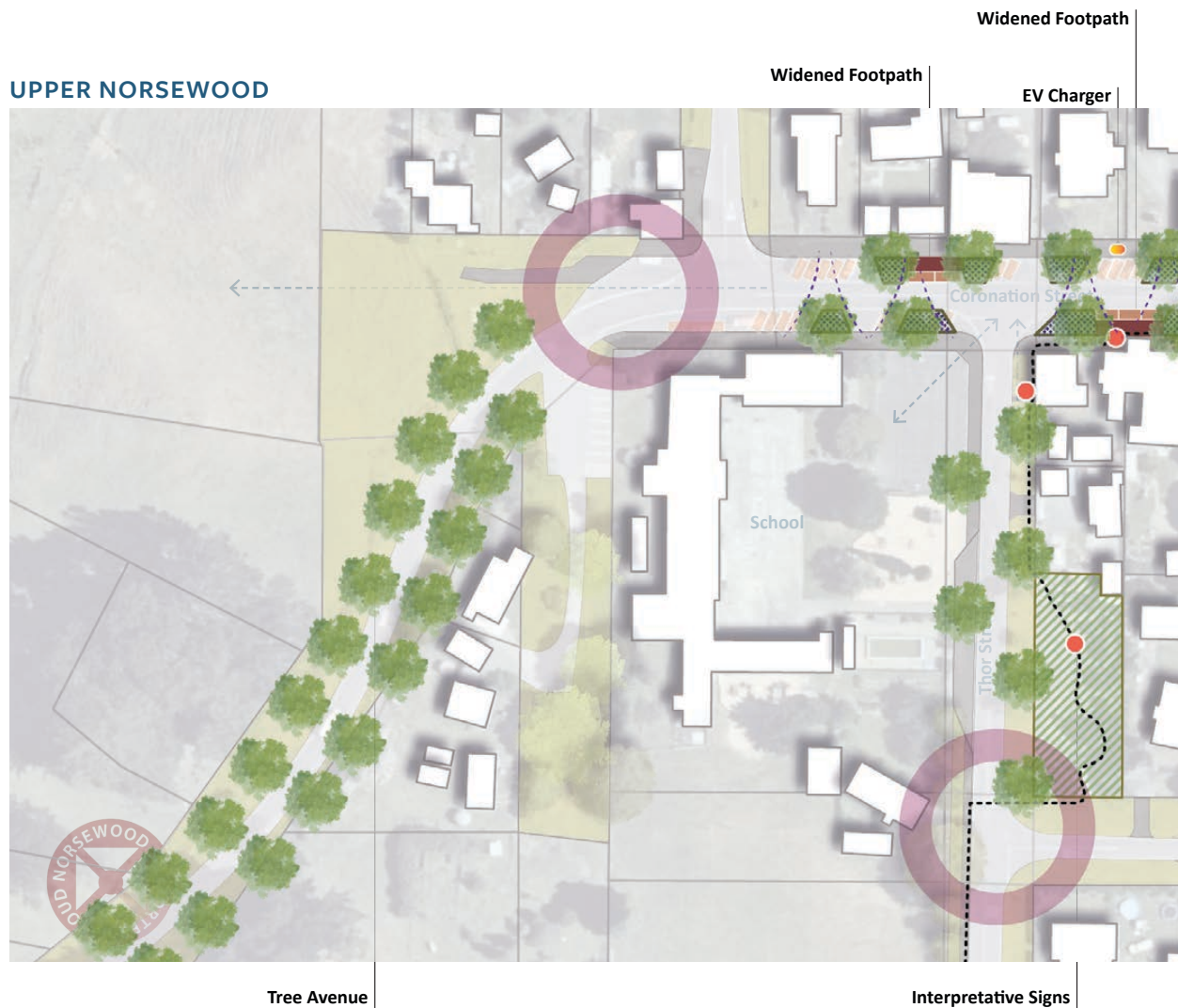
- ▲ Angled car parking
- ▲ Narrow footpath
- ▲ Single trees in planter boxes










OPPORTUNITIES:

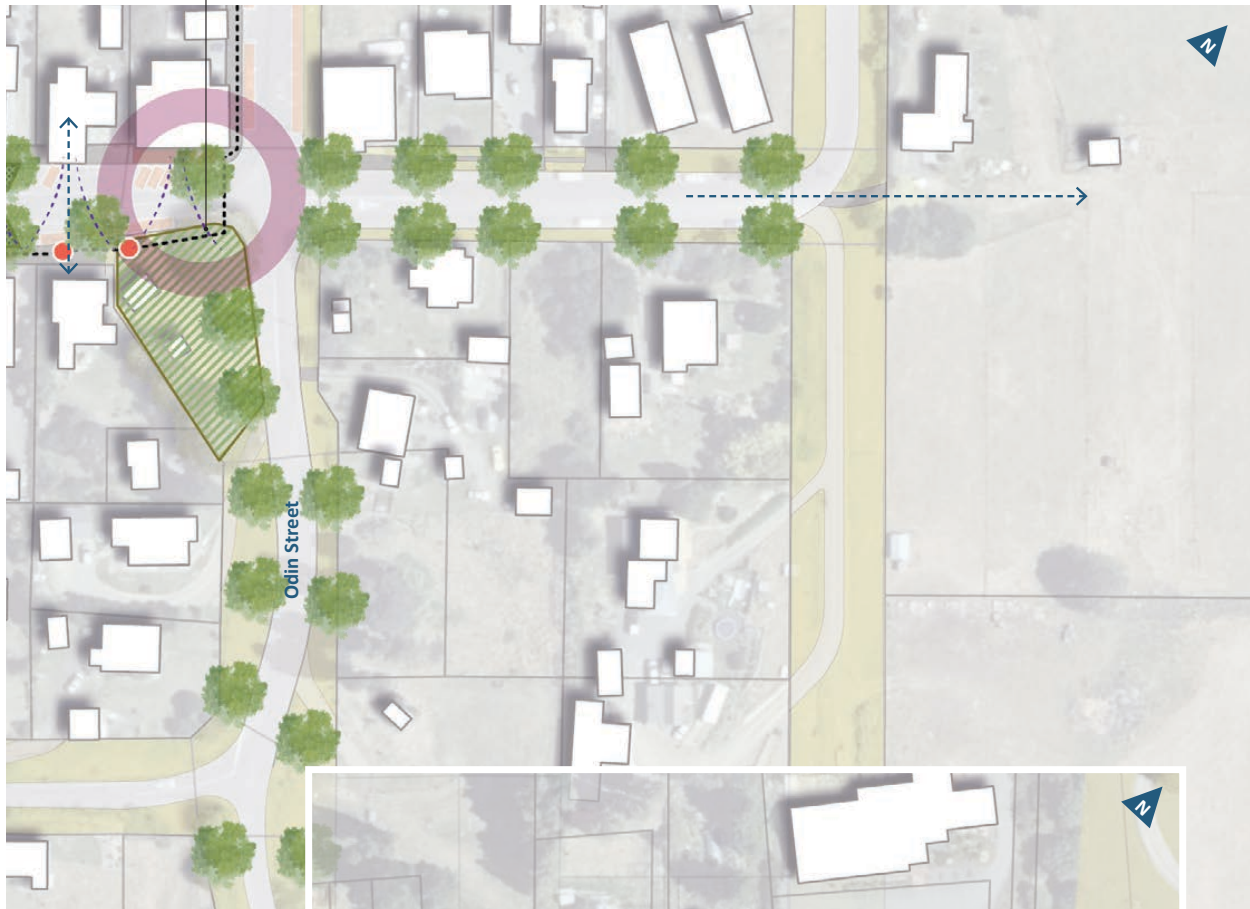
- ▲ Vehicle parking re-orientated to allow footpath to widen.
- ▲ Planter boxes bring nature close to people, but allow access around them.
- ▲ Tree planter extended and enhanced with additional planting.
- ▲ Building painted bright colour reflecting Scandinavian architecture.
- ▲ Angled flags to create movement.
- ▲ Window sticker to reinforce love and connection to Norsewood.
- ▲ People given seating opportunities close to the street.

NORSEWOOD STRATEGY MAP



-  Pedestrian crossings
-  Existing green space
-  New planting
-  Trees
-  Gateway with Artworks
-  Walking tour
-  Viewshafts and Sightlines

Crossing with Planting | Bunting & Flags



Street Trees

Bunting/Flags

Walking Tour



LOWER NORSEWOOD

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SECTION 8

NEXT STEPS

LOOKING FORWARD

SUMMARY OF RECOMMENDATIONS

This document has provided ideas and recommendations for potential upgrades, summarised as follows:

- ▲ **DANNEVIRKE:** Position the town away from its more traditional viking history and promote a bright identity through colour, light and vegetation. Demolish some earthquake prone buildings and use the spaces to create links to rear parking areas, opening visibility and creating depth to the town.
- ▲ **PAHIATUA:** Relocate the State Highway to the western side of the central median, and then on the eastern side develop a local shopping precinct with slower traffic, parking and good connectivity. Continue the landscape upgrading.
- ▲ **WOODVILLE:** Enhance the town with layers of native vegetation, linking to the historical 70-mile bush and as part of the gateway to the iconic Manawatū Gorge. Use spaces left by earthquake-prone buildings to create parks for resting and eating, and develop a larger EV and rest-break centre.
- ▲ **EKETĀHUNA:** Enhance the town with vegetation, particularly tall trees. Begin a mural campaign that focusses on painting local people undertaking various activities, and continue the theme of bright colours.
- ▲ **NORSEWOOD:** Build and grow its existing strong identity and connection to Norse history, reflecting this in colours, flags and branding to be used across the village. Enhance vegetation, develop wayfinding narratives and gateways.

WHERE NEXT

The strategies and ideas outlined are only the beginning. Further ideas will no doubt develop through the community coming together, and possibly some of the ideas in this strategy will be ruled out as not right. Ultimately, this document is designed to inspire support and provide a framework for thinking about how to get started.

Some of the ideas can be delivered as Council initiatives, and others can be done by the community, potentially without Council input. The outcomes that have been identified are based on preliminary investigations and ideas only, and they will need refinement through a consultative process.

A successful outcome of this strategy will be the coming together of communities to discuss the opportunities and identify which of them can be advanced. This will likely require fundraising activities, and it is recommended that this document is used to provide support to funding applications.

It's worth noting that some projects may require Council approvals, or upgrades to Council infrastructure (such as seating or traffic islands). The appropriate mechanism for achieving these outcomes is through the Long Term Plan process, which is open to public submissions and discussion.

In addition, achieving the greatest success will come through individual property owners contributing to the visions on their own buildings or land. This may include upgrades, painting or planting, as well as signalling and supporting community-wide initiatives.

The page opposite proposes a flowpath for how to deliver on the opportunities identified in this strategy.



1

URBAN ENHANCEMENT STRATEGY

This document contains all the background and context information supporting the Urban Enhancement Strategy. It is intended to provide a vision which inspires Council and communities and a set of opportunities which can be realised.

2

COMMUNITY ENGAGEMENT

On the back of this Strategy, and as part of the Community Plan process, the next step is for communities to come together with Council and agree what opportunities that have been identified could be delivered, as well as exploring other ideas that are engaging and promote liveable places.

3

IDENTIFY AND DETAIL PROJECT

Groups within the community are encouraged to identify a project (or projects) that they are keen to see delivered, and then spend time determining what exactly it might look like. This may include preparing brief written overviews, or providing simple plans that show locations or specific outcomes.

4

FUNDING

With the project parameters identified, it's possible to begin fundraising. This might include more traditional routes (such as community events), or through more formalised channels (such as organisations that support charitable outcomes). This document will be an important part of fundraising, as it outlines the vision and overall outcomes sought, as well as presenting a unified approach across both Council and community.

5

APPROVALS

Before a project can be delivered on the ground, it will be important to check that it doesn't need any resource consents or building consents or other approvals like corridor access requests, noting if on the main roads these could involve Waka Kotahi. This can be easily checked with Council, and if it is identified that the project aligns with this strategy, it is likely that fast-track and discounted processes may be possible.

6

INSTALLATION & CELEBRATION

With funding and approvals secured, there should be nothing stopping the project being installed! Gather as many of the community as possible to support the installation, ensuring good communication of timing and outcomes, and don't forget to celebrate its completion!

7

MAINTENANCE

Good projects consider how the outcomes will be maintained in perpetuity, so be sure to think about this during the detailing and have a plan in place. It may be that the project is temporary, so will need removing, or it may need safety inspections, cleaning or weeding. Make sure you have a good team of people who are willing to keep involved with the project long after it is completed.

