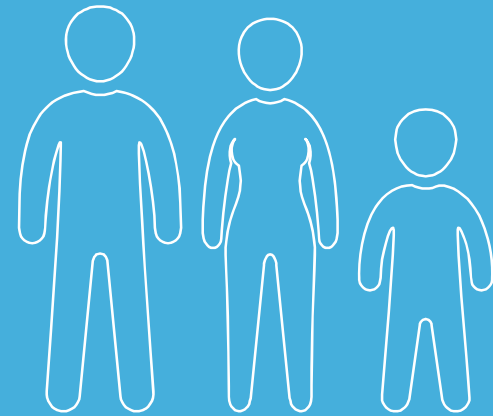


# MAKING PLACES BETTER FOR PEOPLE.

DEN AITKEN & ADI JAMES



# WHY?

**Because the quality of peoples lives is directly connected to the quality of the built environment.**

# PEOPLE-FIRST DESIGN?



**WHERE DO WE FIT IN?**

# OBJECTIVES:

- + Design a liveable town with an attractive central space
- + Allow freedom of movement, connectivity and accessibility
- + Strengthen a sense of place and unique identity
- + Enhance the use, enjoyment and pride in outdoor public spaces

# PROCESS:

To ensure a fair and equitable process across the region, the programme will be:

- + Integrated and comprehensive
- + Consultative and transparent
- + Viable and deliverable



**WIN LOSE DRAW**



**CASE STUDY.**  
**RENWICK. MARLBOROUGH**

---

**Site: 10km west of Blenheim**

**Pop: 2,018**

**The 3rd largest town in Marlborough and in  
“The heart of wine country”**













# **MOVEMENT**

---

# **PLACE**

## THE **PROBLEM** WITH THIS IS:

- Loss of character and identity
- Reduced mobility/higher vehicle reliance
- Limited pedestrian activity
- Reduced sociability
- Diminished sense of community
- Degraded sense of place





01.

BE BOLD.

---





“ People just  
their cover  
the town

BRING  
K

# RENWICK TOWNSHIP PLAN

# AIRAU ALLEY TOWNSHIP PLAN

DRAFT | REV B  
JUNE 2018

AitkenTaylor  
Design

RENWICK SMART & CONNECTED

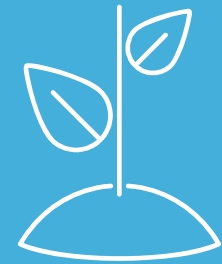
MARLBOROUGH  
DISTRICT COUNCIL

Marlborough Roads

AitkenTaylor  
People Place Design

WORKING REPORT | DRAFT | REV D  
JUNE 2018





**02.**

# NURTURE LOCAL ENTHUSIASM.

---



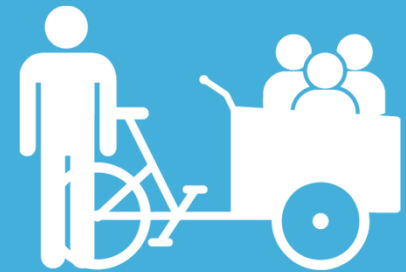
03.

GET

STAKEHOLDERS

ONBOARD.

---













**04.**

# REMOVE BARRIERS.

---





MARLBOROUGH  
DISTRICT COUNCIL



Only Marlboro



**05.**

**BE PREPARED  
FOR BATTLE.**

---



# RENWICK STREET IDENTITY CONCEPT



High St | Typical Existing.

High St | Interim/Quick Win

High St | Vision



“

**This is the reason our safety people have concerns with trees being planted on the edge of the road.**

“



**Two Canadian women who had only just walked past when the car crashed. If it was 20 seconds earlier they could have been hit.**

**Oct 02, Friday Sun**



**06.**

**BE**

**RESPECTFUL.**

---



**07.**

# MEASURE WHAT MATTERS.

---





**08.**

**BE**

**TRANSPARENT.**

---











09.

BE

REALISTIC.

---

# RENWICK STREET IDENTITY CONCEPT



High St | Typical Existing.

High St | Interim/Quick Win

High St | Vision





**10.**

**GET SOME QUICK WINS.**

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# THANKS!

## Any questions?

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**DROP US A LINE!**

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