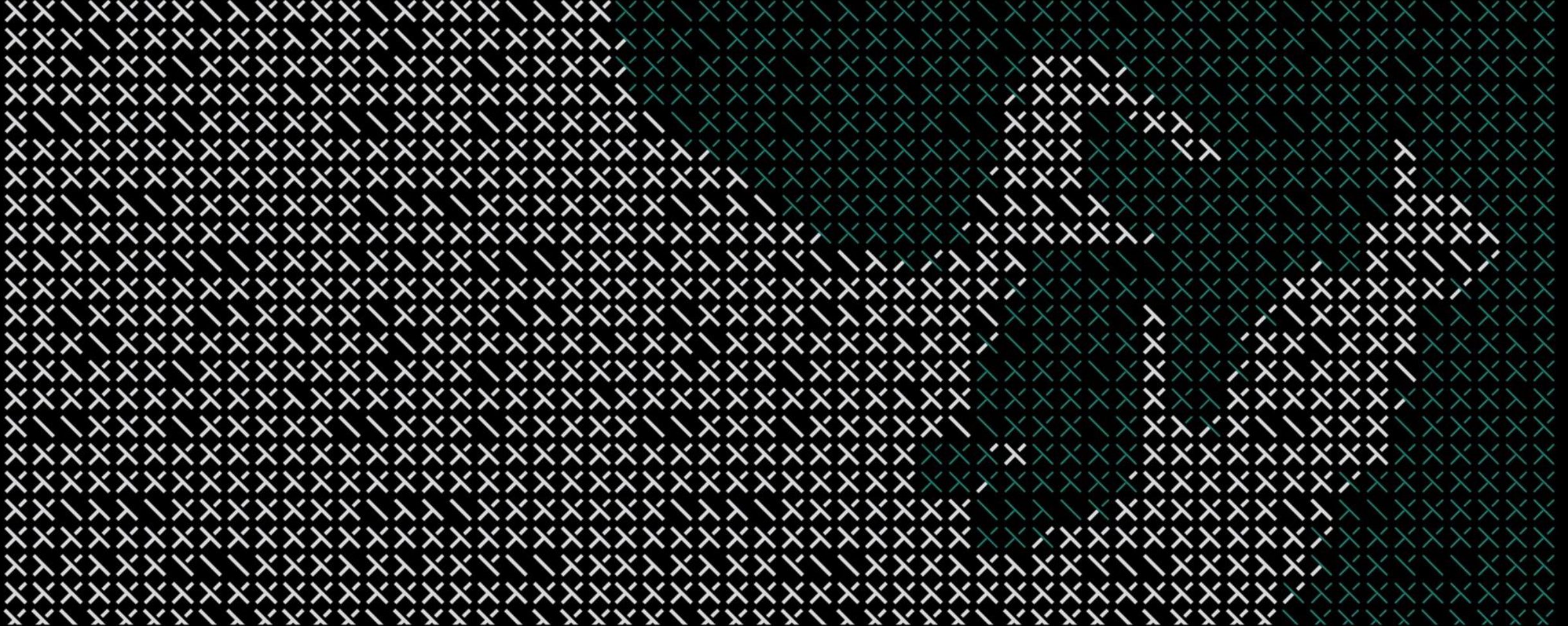


# A tactical approach.

## Design innovation on the pathway to permanence.



# **This is not about tactical thinking.**

**This is not about tactical thinking.**  
**It's about user experience, data and communication.**



**We are Isthmus.**

**Our kaupapa is to regenerate  
Aotearoa by connecting land,  
people and culture.**

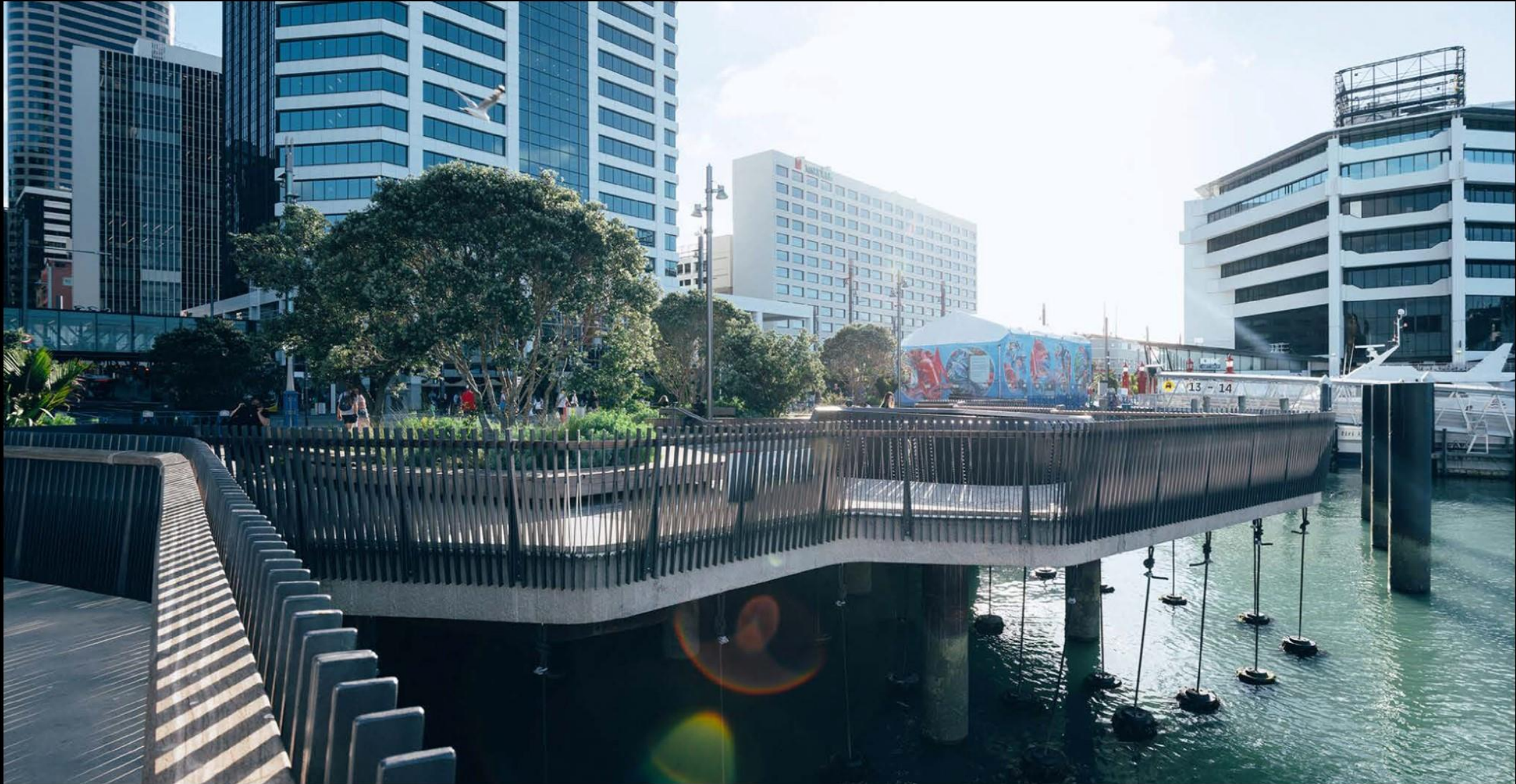
**We are designers.**

**Our approach integrates  
knowledge from architecture,  
landscape architecture and  
urban design.**













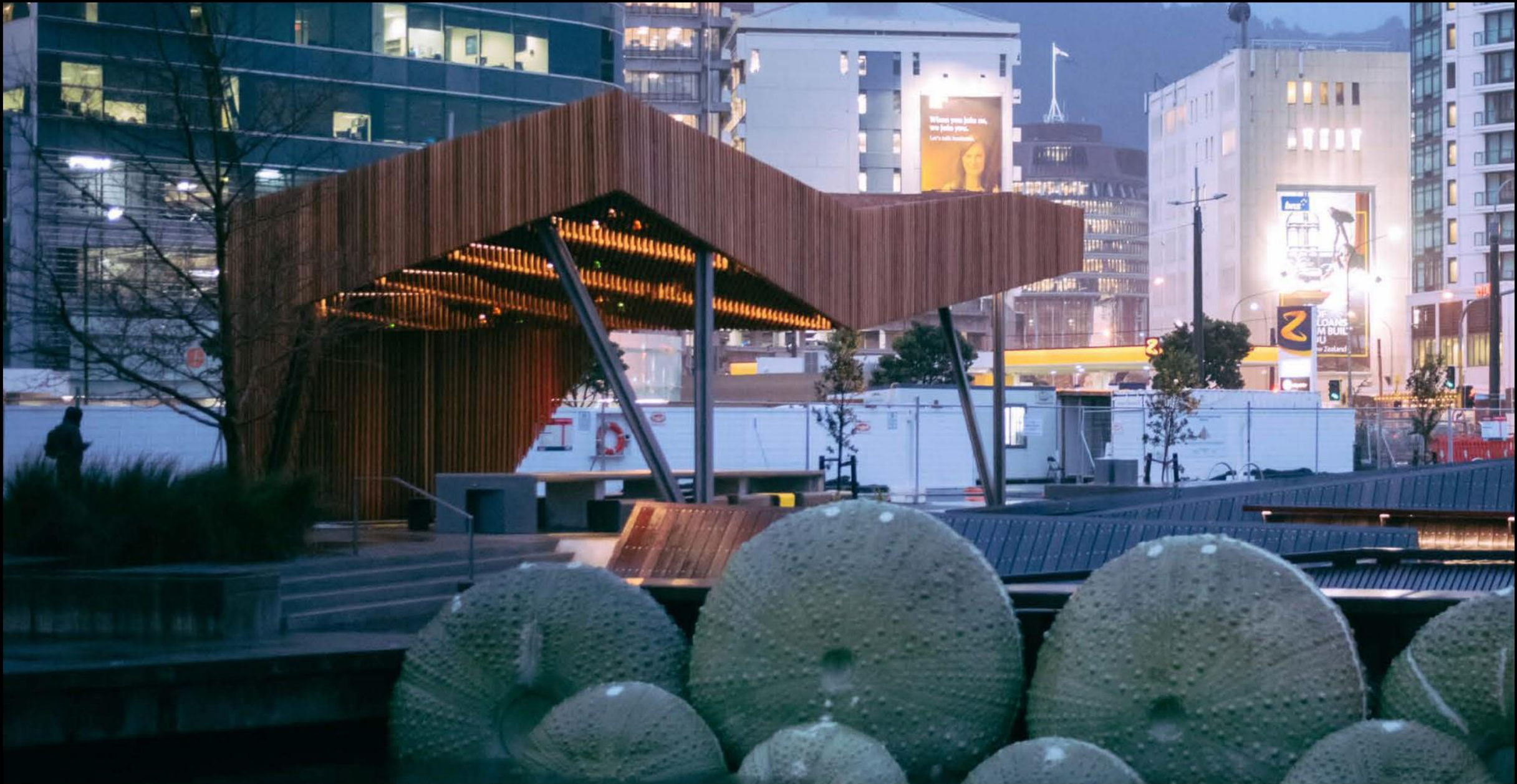












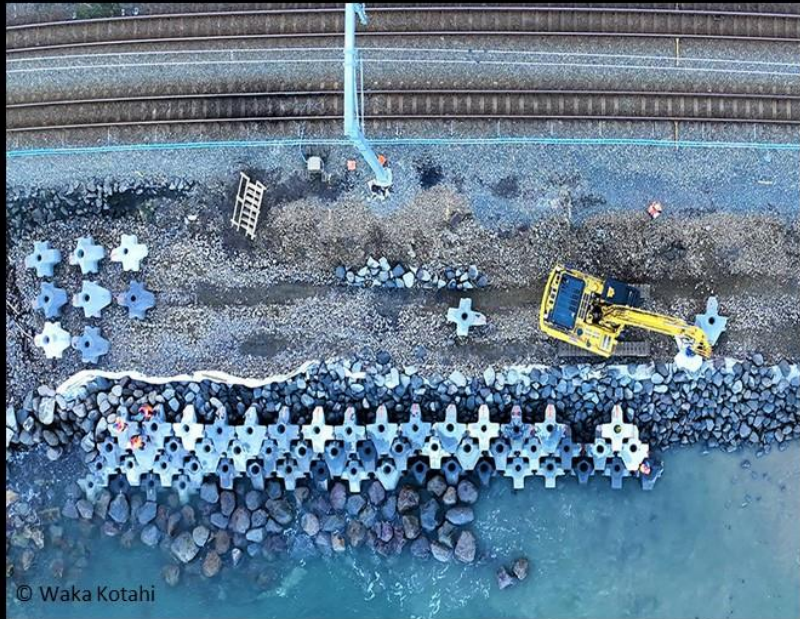
















© Wellington City Council







# So far what's been good about all this?

**Funding programmes to help us build quick and easy, temporary and transformative solutions.**

**More uptake from across the country for these types of projects & resilience integration.**

**Significant amounts of engagement and consultation to deliver better outcomes for the community.**



**But there is still a long way to go.**

**Changing minds and behaviours.**

**Quick build transportation projects don't always achieve quality urban design. Focus on the journey experience is missing.**

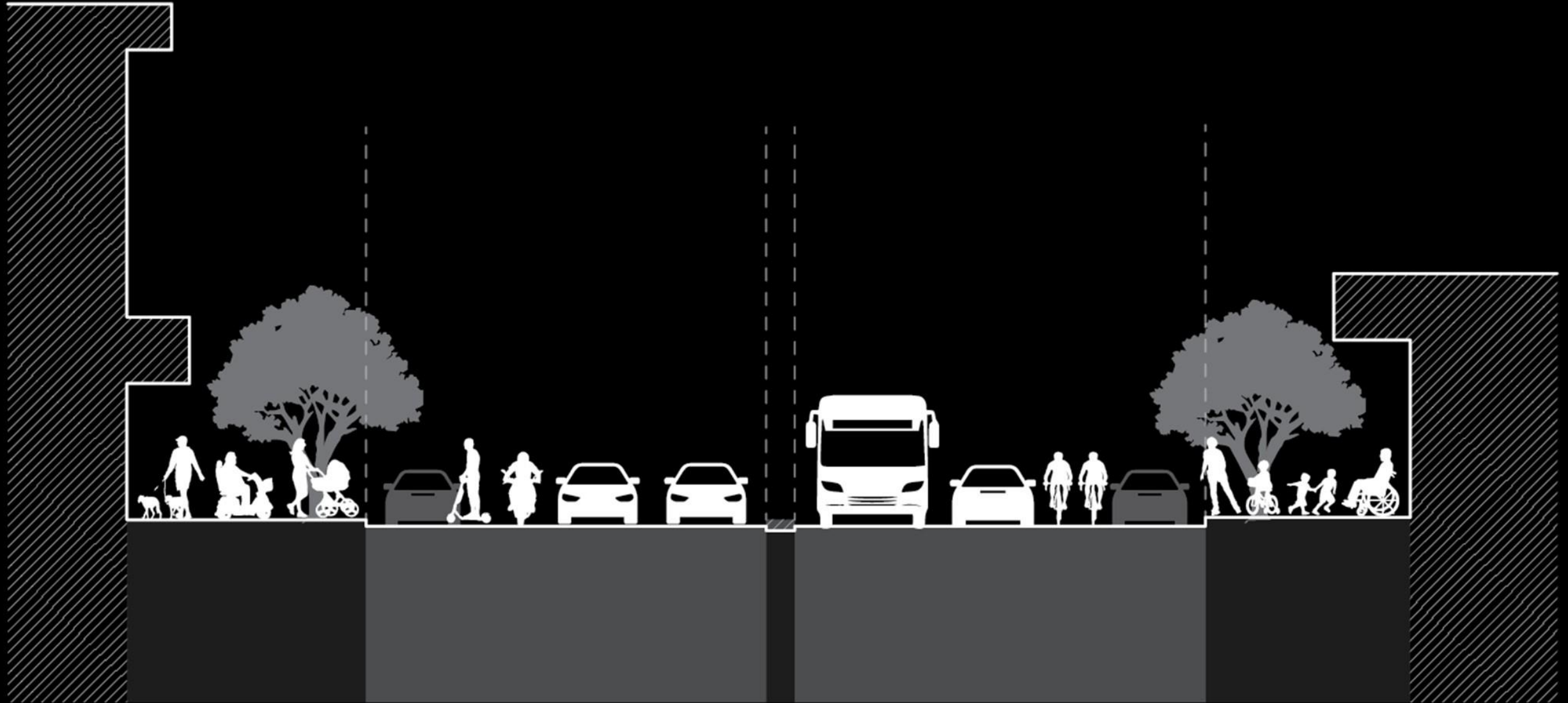
**Multimodal is still not... yet in our vocabulary.**



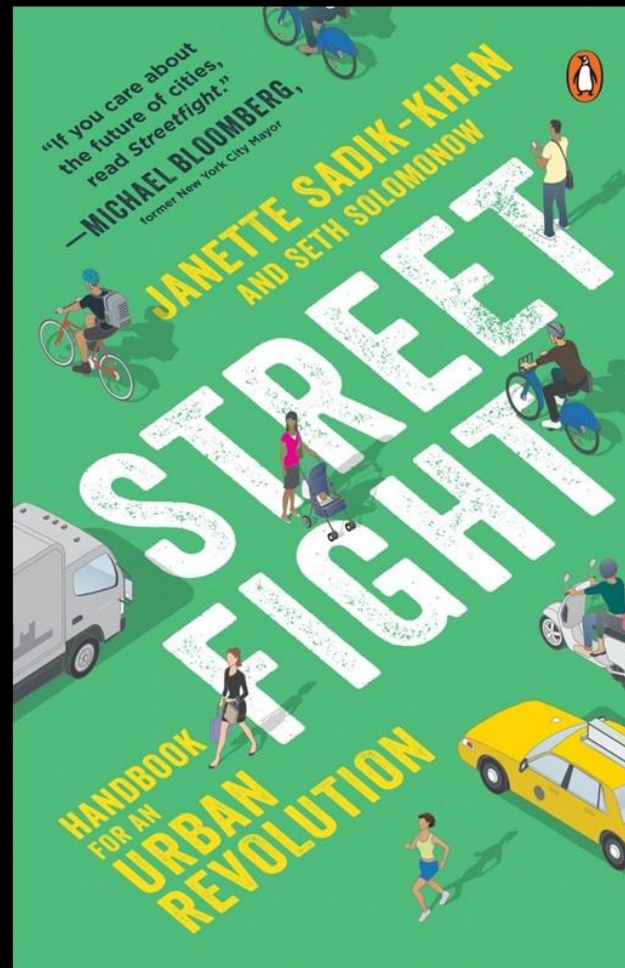
# Why is it?



# The reality is our streets are used by...













**A unique and  
ambitious brief,**



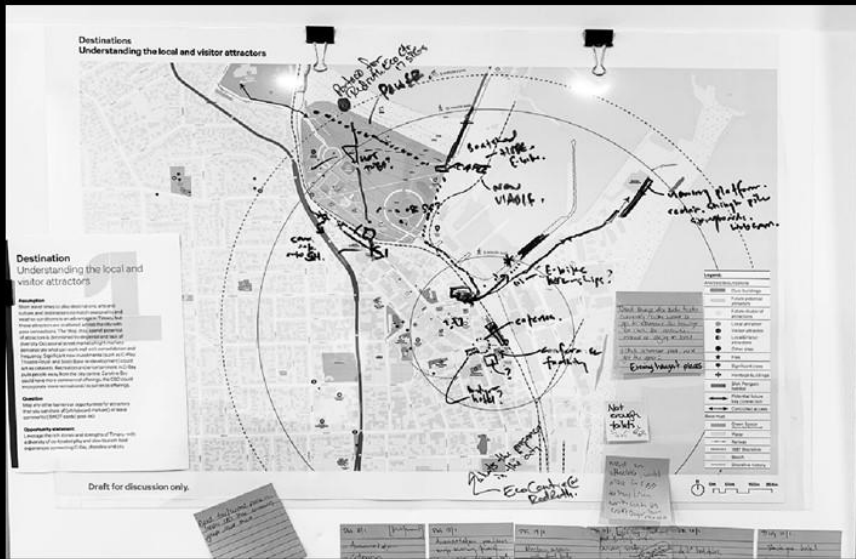
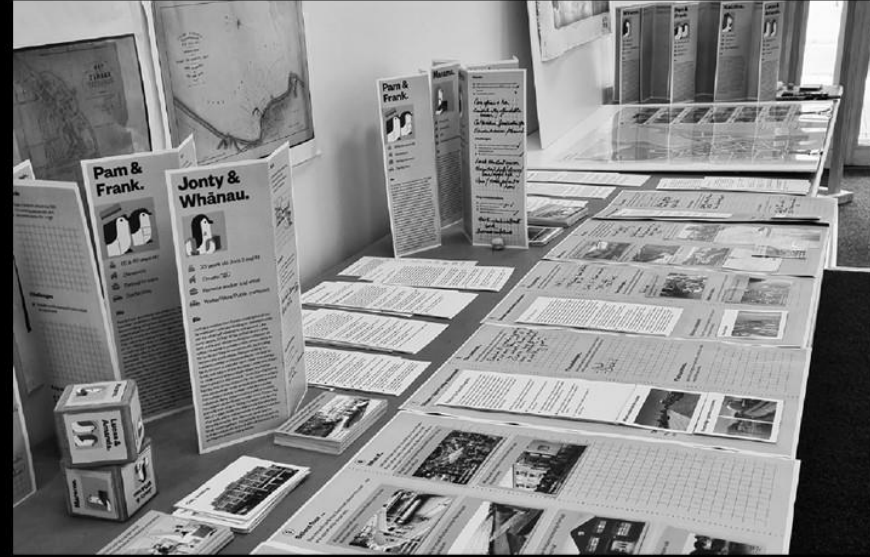
**... a special  
opportunity  
to meaningfully  
evolve public  
space in Timaru,**



**... to catalyse  
investment and  
draw people in.**











The diagram consists of two white circles on a black background. The left circle contains the text 'Urban Regeneration Master Plan' and 'Strategic Framework (The Vision)'. The right circle contains the text 'Project Communication Strategy' and 'Brand Guideline (The Promise)'.

**Urban  
Regeneration  
Master Plan**

Strategic  
Framework  
(The Vision)

**Project  
Communication  
Strategy**

Brand  
Guideline  
(The Promise)









## TIMARU CITYTOWN TE HOKINGA KI TE NGĀKAU RETURN TO THE HEART

In 1948 Timaru Town met the required population threshold and became a City – a status it retained until 1989 following local government reforms. Some still refer to it as a City, and Timaru punches above its weight in what it can offer, and aspires to be. Yet, Timaru behaves like a town: in the relationships people have with each other, in its connection to the region and natural assets, and in the language people use to talk about it. People openly talk about it, and there is an honest and healthy indecision about it all – more heart than a city, more ambition than a town.

Timaru is a CityTown – a realisation worth celebrating. At a time when climate change is top of the agenda, growth shouldn't necessarily mean more, or bigger, but sustainable growth at the heart instead. This allows more space to focus on other fundamental values such as

community, identity and connection with our environment.

Te hokinga ki te ngākau perfectly supports the CityTown ethos. We are here to build on Timaru's existing merits and focus them to strengthen the heart of this CityTown. We can honour its origins as a place of shelter and provide a safe, sustainable home for new residents.

The 1-minute city and 15-minute city are trending ambitions in countries across the globe. They re-focus our efforts on intensely local communities and in doing so achieve regenerative habits and outcomes. Timaru can already deliver this – so let's celebrate and strengthen Timaru's unique opportunity to be the pioneering 5-minute CityTown.

Timaru CityTown  
Brand Beginnings.

6.

# MORE HEART THAN A CITY, MORE AMBITION THAN A TOWN. TIMARU CITYTOWN

1853  
the Rhodes bought  
land behind  
Caroline Bay and  
laid out a town.

1856  
Government lays  
out a second town  
to the South.

Eventually  
the two growing  
towns merge  
at North Street.

1868  
Timaru proclaimed  
a borough.

1948  
Timaru Town  
becomes a city.

1989  
Timaru loses its city  
status following Local  
Government Reforms.

2022  
Timaru owns its  
indecision and  
proclaims itself  
a City Town.

## A TACTICAL TYPEFACE WITH RAW POWER

**RAW BOLD**  
**0123—!?**  
**PERFECTLY**  
**IMPERFECT**

Neue Haas  
Grotesk Text  
0123 – !?  
Crystal clear

Inspired by DIY typography, Raw is charmingly awkward and undeniably bold. Slight irregularities give this typeface a unique character and presence on the page. Set in uppercase only, Raw is loud, proud, up front and honest – making it the perfect vessel to carry the CityTown brand.

Neue Haas Grotesk acts as a counterpoint to Raw – cool, calm and collected. It has an extensive selection of glyphs, with support for many languages, including macrons for the Māori vowels. With a range of character weights and italics, Neue Haas Grotesk will be our workhorse for when clarity of information must be prioritised.

Timaru CityTown  
Brand Beginnings.

14.

## IMAGE TREATMENT GO GRAPHIC



**OR KEEP  
IT CLEAN**



Timaru CityTown  
Brand Beginnings.

15.



## TIMARUVIAN TONE OF VOICE

### CITYTOWN TRIUMPHS HONESTY & PRIDE WITH A HEALTHY DOSE OF INDECISION

In a dynamic brand identity, language and tone of voice are central to the perception of brand. Guided by our brand promise, the messaging will be crafted to amplify the 'Timaruvian' voice. Timaru will see itself reflected in the language, strengthening their relationship with the brand and inspiring community champions for CityTown.

Compound words are an opportunity to explore as the brand voice matures. Fictional compound words – unlikely or contradictory pairings – might be used throughout the project, tying in to the unique project name.

They can also be used as a tool to spark new conversations. We know carparks are going to be a hot topic – by addressing them as ParkCars, a new response might be prompted, if not just a second glance and moment of thought.

Timaru CityTown  
Brand Beginnings.

16.

Quotes on Timaru,  
as told by Timaruvians  
in our community  
workshop series.

“  
**ALPS TO  
OCEAN  
& ALL  
IN-BETWEEN**

“  
**MORE PARKING FOR  
PUBLIC TRANSPORT**

“  
**QUIET  
INNOVATORS**

“  
**A WONDERFUL END TO A  
MT HORRIBLE BEGINNING**

## COLOUR A PALETTE IN PROGRESS

The colour palette has been developed with input from local artist Mike Armstrong and inspiration from the local stories of mana whenua.

The palette aims to reflect an understanding of Timaru's geological and cultural beginnings and look towards a new future as CityTown. The core colours reference the natural character of Timaru; it's volcanic bluestone base and the teal of Te-moana-nui-o-Kiwa. The red reflects human presence, from the rock art in the limestone shelters of south Canterbury to the bricks and built environment of Timaru. The orange reflects the new – the work to be done as part of the CityTown project. It's presence in the brand collateral will grow as the project evolves.

Beneath these bold colours sit a secondary palette in progress – a selection of complimentary hues that allow us to explore new direction for the brand as we grow our understanding of Timaru CityTown through activation and engagement.

CORE FOUR  
LAND, SEA, US, NEW

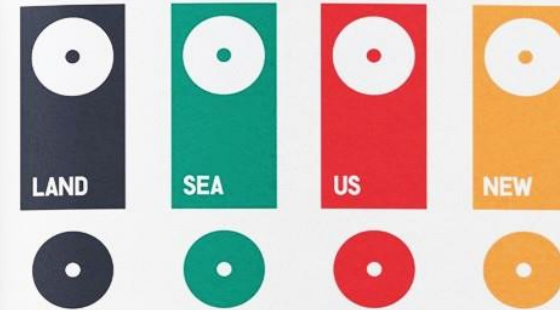


PALETTE IN PROGRESS



Timaru CityTown  
Brand Beginnings.

18.



Karā  
Bluestone

Lava from Mount Horrible cooled quickly, creating an igneous basalt rock called bluestone. Known for its durability and unique texture, it is the rock that Timaru has been built on, and built with. Bluestone will act as the foundation colour for the brand, our neutral dark tone in place of black.

Kārikiōrangī  
Teal

Teal represents the unique relationship Timaru has with the sea. It is the colour of the ocean when the sun shines brightly and the colour of the land on a grey day. It also speaks to Timaru as a harbour and port city. Kārikiōrangī will be one of the primary colours for the brand.

Kōkōwai  
Red ochre

Shades of kōkōwai reflect the pigmentation of Māori rock art, found in caves nearby. It also reflects the built environment in Timaru – bricks and troublesome tiles. It speaks to the human presence in Timaru across time. Kōkōwai will be one of the primary colours for the brand.

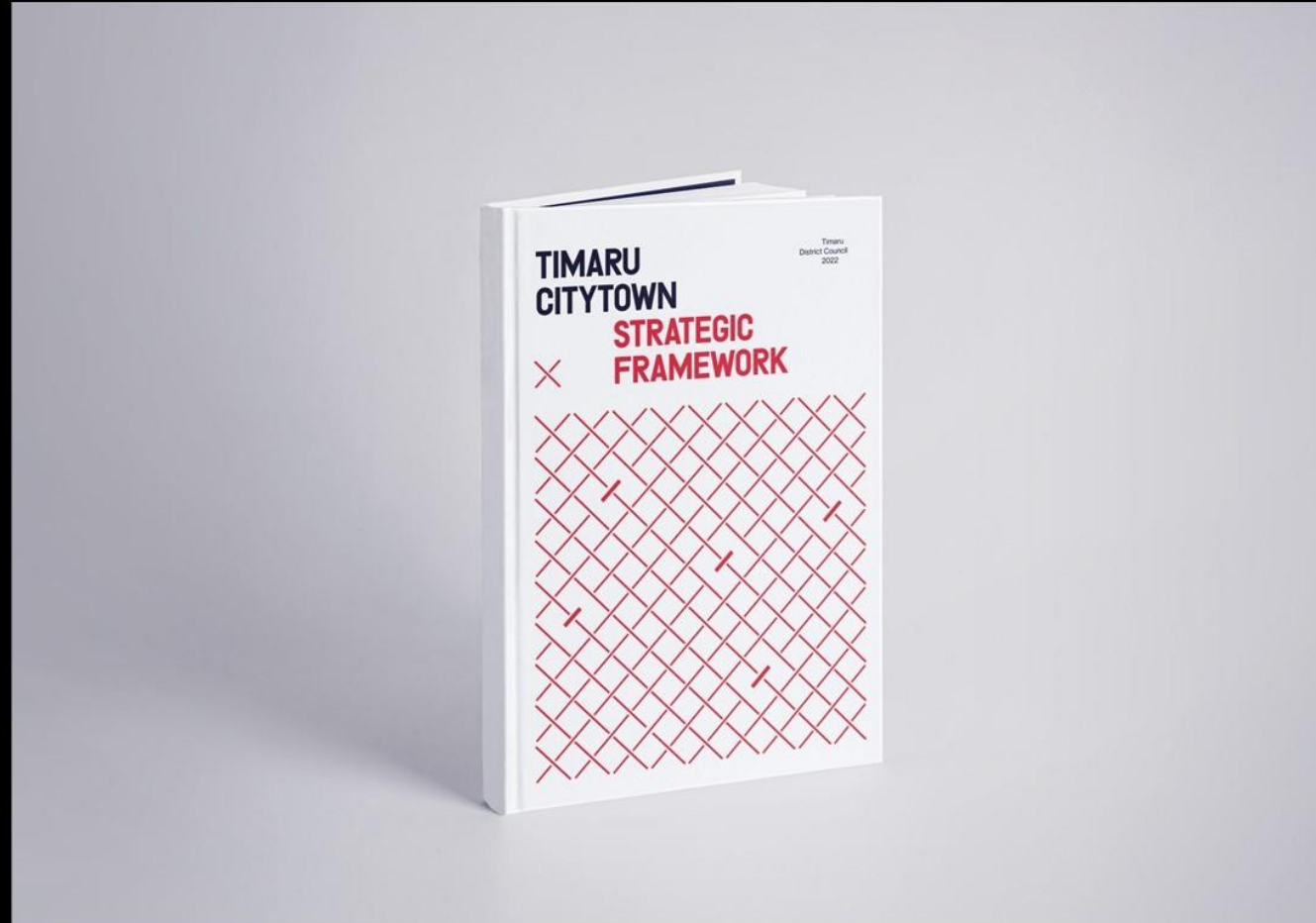
Para-karaka  
Orange

To be used for accent and emphasis, para-karaka, orange stands in contrast to all other colours of the palette. The hue is intended to reflect the new, vibrant CityTown.

Timaru CityTown  
Brand Beginnings.

19.





## STRATEGY ON A PAGE

The CityTown Strategic Framework provides an integrated kaupapa for all key components of the project. From vision and values to future potential ideas to be implemented on the ground, it tells the aspirational story of the future transformation of our centre. Here is a clear breakdown of the various component parts that make up the Strategic Framework.

### Vision

The vision statement is the aspiration for what we want Timaru to be in 30-50 years. It is the shared ambition — we use it as an anchor for everything we do. It should excite and motivate us to make the aspiration a reality for the future generations.

### Partnership values

Te Whānaki is about working in partnership to create an outcome that resonates with all parties and threads of work. The kaupapa is underpinned by a set of values that reflect this aspiration.

### Outcomes

The five Outcomes occupy a central part of the Framework; they direct our work towards increasing the wellbeing of our people in all things CityTown related. They remind us why we have set ourselves on this transformation journey and what we are aiming for. Each Outcome presents a list of **Measures**, highlighting what needs to be tracked to evaluate progress towards the Outcomes. Associated time-specific **Targets** will be added and developed by Council and partners, through the process of developing the Tactical Master Plan.

### Exploratory trials

These enable us to test the contextual relevance of our brief, project questions, assumptions and aspirations. They help us to understand the practical impact of possible long term projects and to prioritise funding.

### Key Moves

The Key Moves serve the Outcomes by attracting more people to live, work and play in the city. The combination of ideas (spatial and non-spatial) collectively address all Outcomes, rather than one Key Move providing responses to one Outcome. This ensures future initiatives don't happen in isolation producing a limited result, but rather serve a wider shared purpose.

### Ideas

Ideas are aspirational and will be refined and prioritised through trials and stakeholder engagement over the next few years. They are intended to spark conversation around priorities including both 'Quick wins' and catalysing projects to help us visualise big changes. Once refined, some of these ideas will be translated into concrete actions and implemented over time. Concrete actions are focused on Councils enabling role, and the seeding or catalyst ideas that will encourage private sector growth and investment.

### Targeted trials

These trials help us uncover, test and refine the Tactical Master Plan with direct and ongoing feedback from the community. They allow us to test more specific spatial and non-spatial ideas on the ground that work towards delivering the key moves.

## 2050 TIMARU CITYTOWN



## TE HOKINGA KI TE NGĀKAU RETURN TO THE HEART

### VISION

OUR HOME IS A PLACE OF SHELTER WHERE WE ARE PROUD TO WELCOME PEOPLE AND WEAVE NEW PARTNERSHIPS TO BUILD A SUSTAINABLE AND DYNAMIC FUTURE.

### PARTNERSHIP VALUES

**Te Whānaki.**  
Weaving a tapestry of understanding together.

**Tipuora.**  
Growing a thriving and dynamic life.

**Kaitiakitanga.**  
Guardianship, shelter and sustainability.

### OUTCOMES



**Healthy Timaru.**  
Te taiao hei whakamaru. Kaitiaki of natural environment



**Loved Timaru.**  
Ko au, ko koe, ko tātou. Visible & celebrated identity



**Mobile Timaru.**  
Te ara āheitanga. Sustainable & inclusive mobility



**Everyday Timaru.**  
He wāhi ora. Diverse & mixed-use city centre



**Dynamic Timaru.**  
Ōhanga taineke. Resilient local economy

### EXPLORATORY TRIALS



### KEY MOVES



**GREEN WEAVE**  
TE RARANGA A TANE  
Embrace the centre with greenways



**COASTAL CONNECTION**  
ĀRAI TE URU  
Link to the water's edge and original shoreline



**WELCOME HOME**  
HOKI MAI  
Enable mixed-use to invite urban living



**THE HEART WITHIN**  
TE NGĀKAU A IWI  
Cultivate a cultural core

### IDEAS



### TARGETED TRIALS

### IDEAS



### TARGETED TRIALS

### IDEAS



### TARGETED TRIALS

### IDEAS



### TARGETED TRIALS



## SPATIAL MAPPING OPPORTUNITIES

- 1 Potential to uncover historical stream
- 2 Strengthen existing green belt
- 3 Potential esplanade to reconnect with the sea
- 4 Enhance penguin habitat - and offer better viewing points
- 5 Pier from the boardwalk to access directly to the water's edge
- 6 Mixed-use finer grain offering
- 7 Leverage upcoming developments Scott Base and Heritage Hub
- 8 Hospitality on upper floors
- 9 Leverage C-Play and showgrounds
- 10 Walking and cycling routes that could be strengthened
- 11 Improved intersections for pedestrians and cyclists
- 12 Potential new/upgraded pedestrian & cycling bridge
- 13 Improve cycleways
- 14 Improve accessible routes around Bay Hill
- 15 Improve Hector's coastal track connection
- 16 Opportunity re-adapt existing buildings in the area into mixed use and medium density housing
- 17 Bay Hill housing development
- 18 Extend pattern of high value residential along the terraces paired with shared community spaces.
- 19 Activate streets by extending markets and closing off streets to cars more frequently
- 20 Potential for more permanent day time activities
- 21 Potential night time activation
- 22 Heritage buildings to be re-adapted



# COASTLINE CONNECTION ĀRAI TE URU



## IMPACT COMPASS

The impact compass helps us track progress towards achieving our Outcomes. This variable tool illustrates how this key move contributes to the vision and plays a part in delivering on the Outcomes. It represents the impact we expect it to have on Timaru and our people. Text on the following page details the rationale behind the scores.

### Objectives Summary.

**Healthy Timaru**

- Regenerate our natural environment.
- Adopt sustainable practices to reduce environmental impact.
- Raise climate and environmental awareness.

**Loved Timaru**

- Express our bi-cultural identity.
- Celebrate our natural and built heritage.
- Strengthen our community's sense of pride and belonging.

**Everyday Timaru**

- Attract urban pioneers to consolidate a residential population in the centre.
- Provide for all ages, abilities and incomes.

**Dynamic Timaru**

- Reinforce retail and commercial activities.
- Develop tourism and recreational opportunities.
- Align public and private investments and initiatives.

**Mobile Timaru**

- Create a better pedestrian experience.
- Increase the number of people cycling and using micro-mobility.
- Increase public transport patronage.
- Support our elderly and mobility impaired citizens in accessing the centre.
- Reduce dominance of cars in the centre.

### Score

- 1 Negative impact resulting in degradation from current conditions
- 0 No impact
- +1 Some positive impact resulting in temporary or limited progress
- +2 Long lasting and transformative impact





## THE HEART WITHIN TE NGĀKAU A IWI IDEAS

Ideas are aspirational. They will be refined and prioritised following trials, stakeholder engagement and further detailing over the next few years. This map does not intend to list all potential ideas, but rather help us visualise what the big change could be made up of.

Once refined through the tactical process, some of these ideas will be translated into concrete actions and implemented over time.

### Enhance vibrant streets and open spaces.

- 1 Concentrate nightlife activity and outdoor dining
- 2 Grow market along the street and create urban play streets
- 3 Potential one-way or pedestrian street to free up more space. Could consider dynamic on-street carparking (restricted to periods of day or week)
- 4 All weather facilities
- 5 New and greener outdoor public spaces

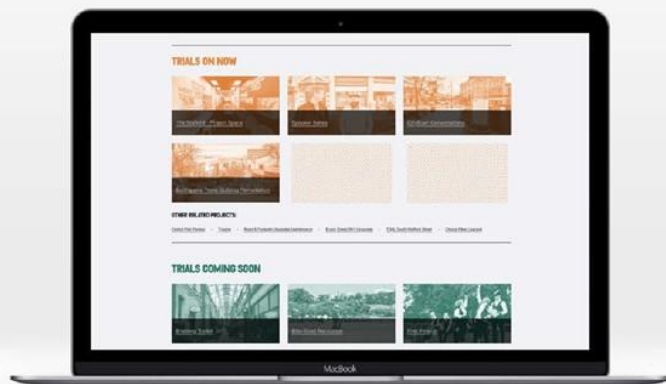
### Strengthen cultural and civic anchors.

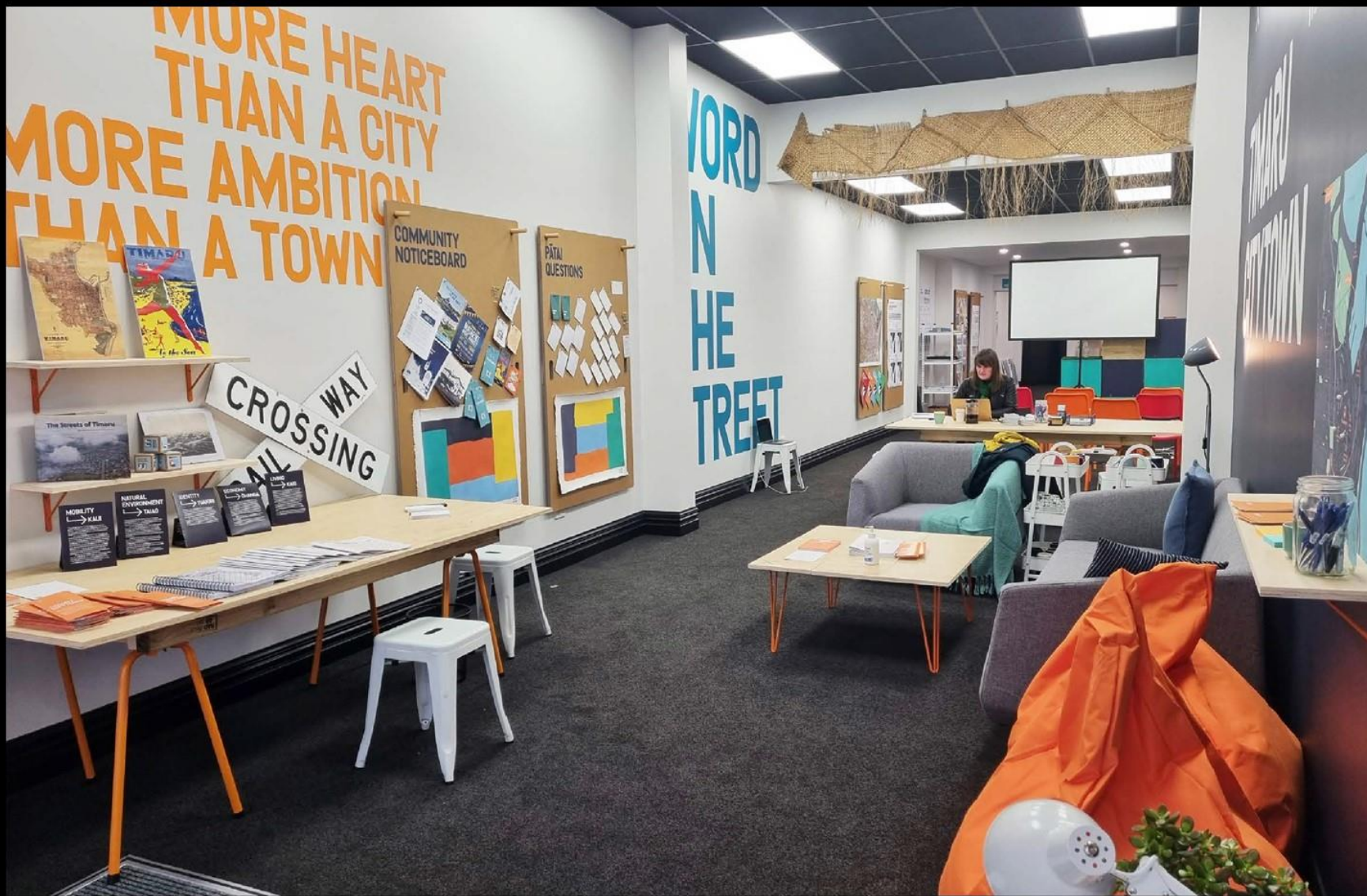
- 6 Catalyst developments: Food, Art and culture experience within the heart
- 7 Pop-up / permanent creative community space (library, te ara, gallery etc) and/or potential youth space
- 8 Potential enterprise market hall all under one roof











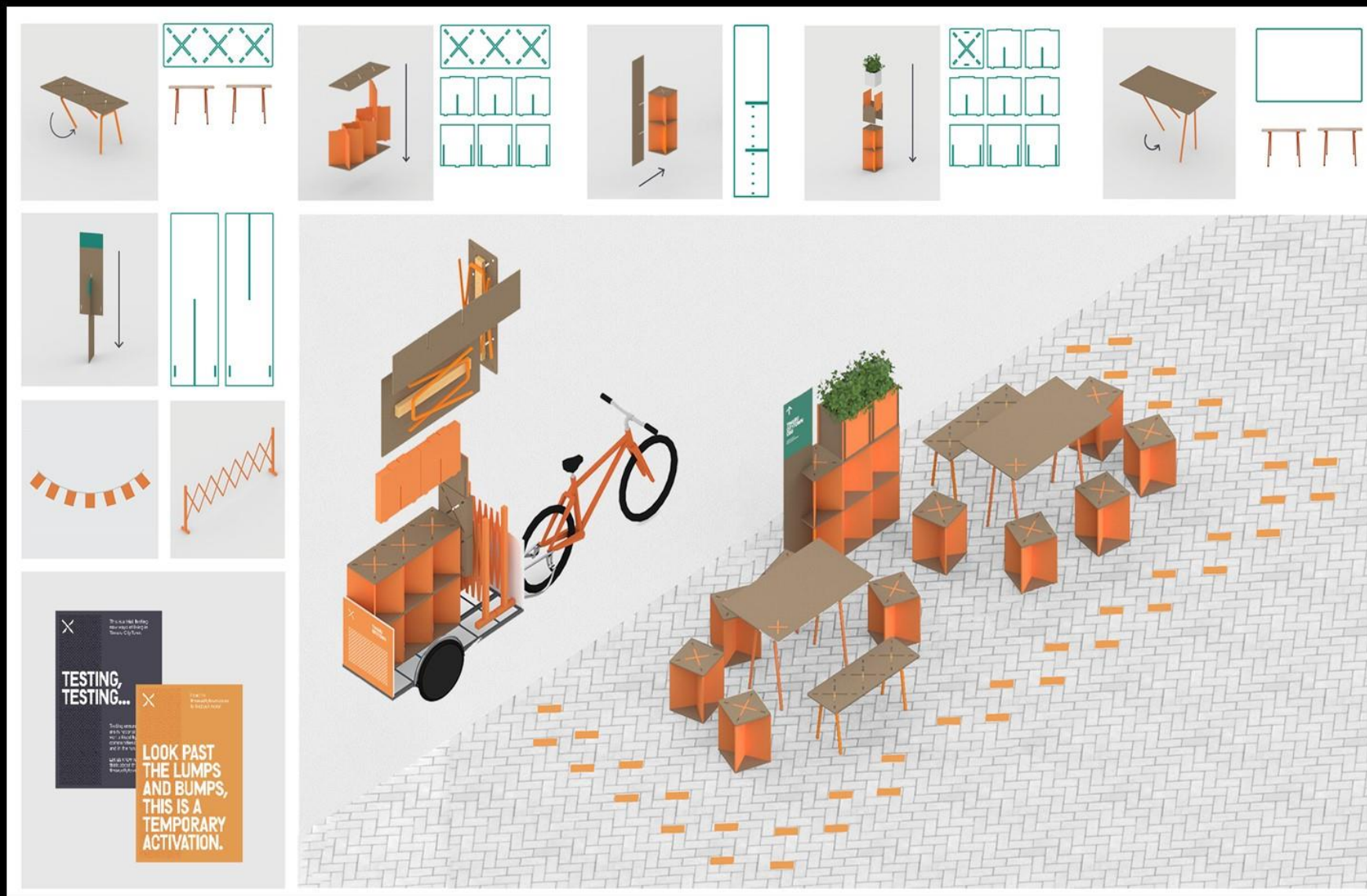








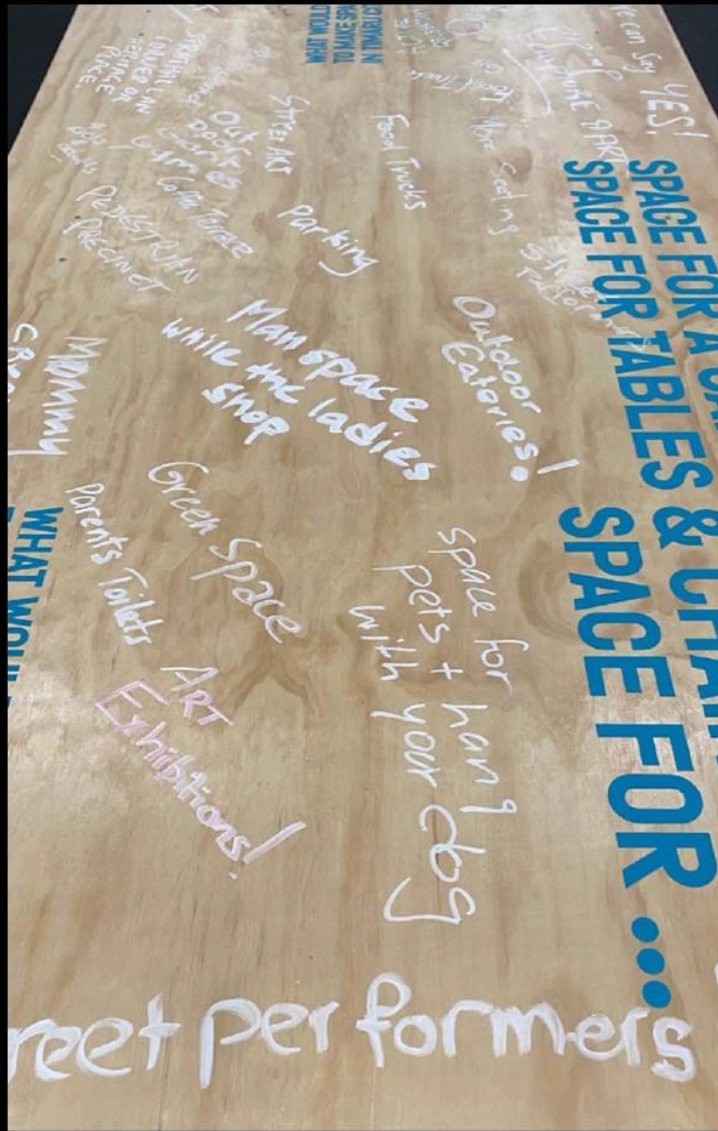
















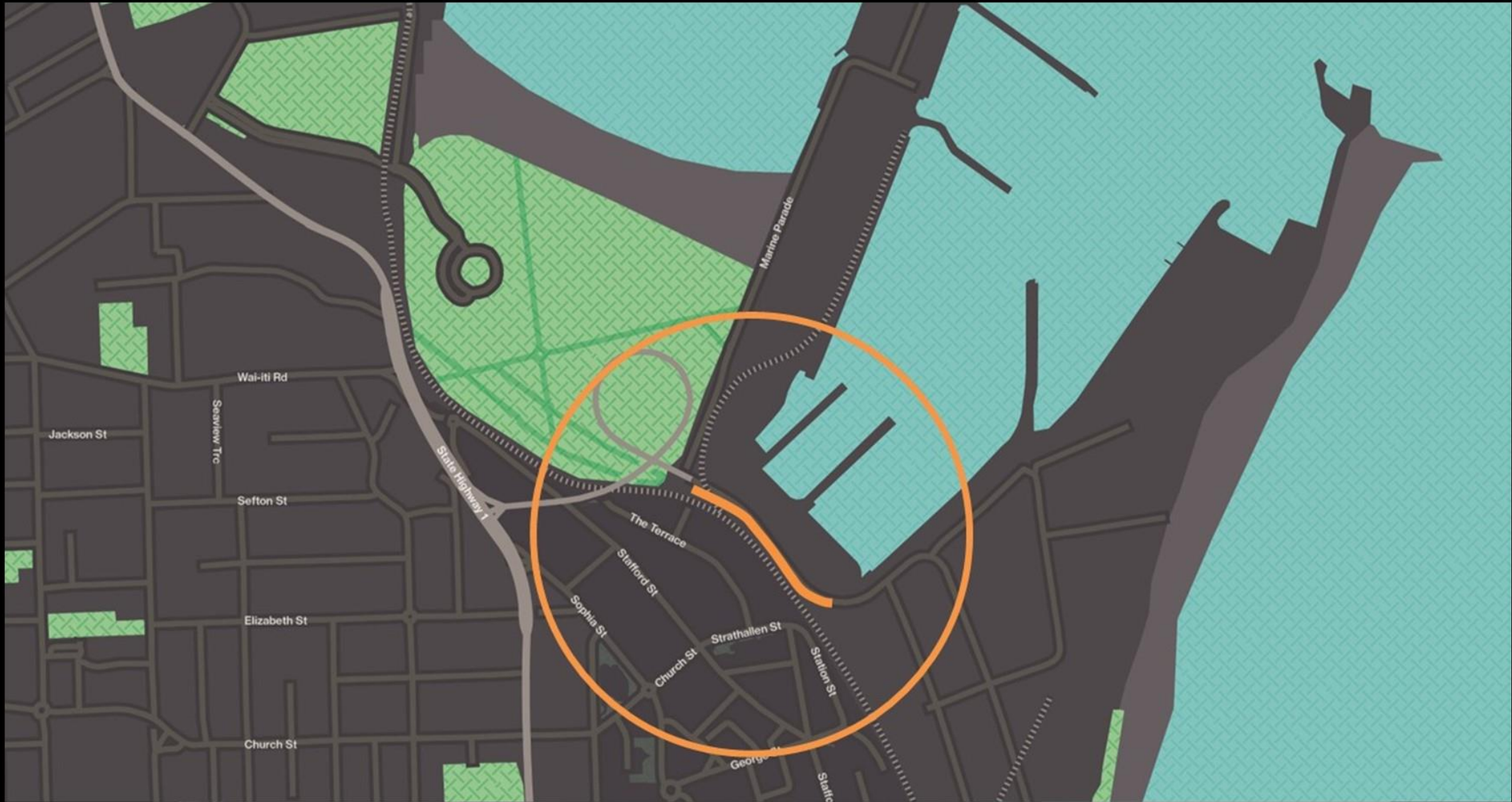


**What we've learned so far.**  
**Define a shared vision.**  
**Grow community and identity.**  
**Be present & listen.**  
**Challenge the status quo.**  
**Start small to scale up.**  
**Communication and storytelling are key.**

**But possibly the most important...**

# Feedback

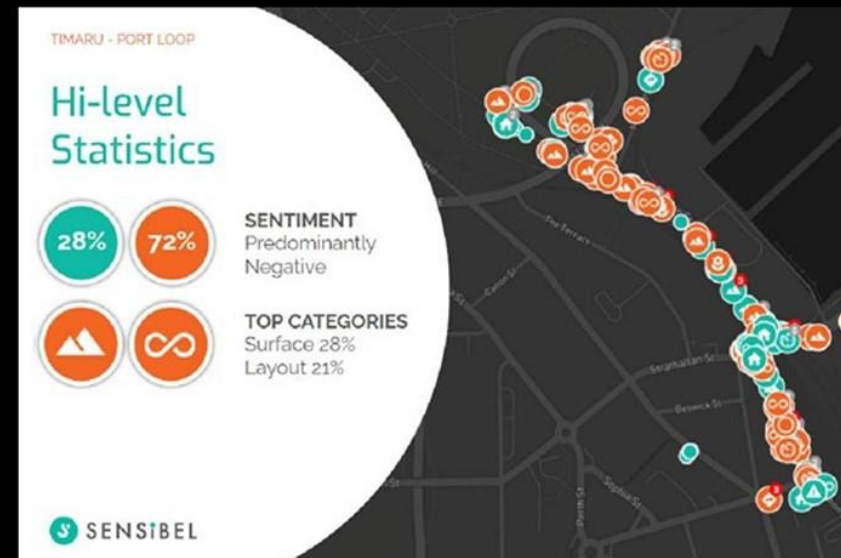












## FEEDBACK CHANNELS SURVEYS/ FEEDBACK

A survey was available both online and in print.

The online version was accessible via QR codes dotted across the site on various posters and beacons on location throughout the duration of the trial.

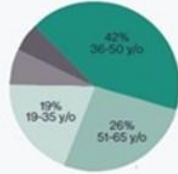
Printed surveys were also available at various locations including the CityTown project space (184 Stafford Street), and at TDC Council.

A proactive call for responses using TDC social channels happened on 15th December 2022, and 13th February 2023.

Overall, this resulted in 57 responses, all were online.

### Overview

How old are you?



How often do you use Port Loop Road?



Before this trial, what have been the biggest deterrent for using Port Loop Road?

- 39% Road & pedestrian layout
- 39% Surface conditions & obstacles
- 27% Personal safety & comfort
- 22% Access & crossings



### Before the trial

Before this trial, why would you use Port Loop Road?

- 57% Exercise
- 48% Leisure
- 33% Going Point A to B



Before this trial, how would you experience Port Loop Road?

- 72% By Car
- 43% With a bike (inc e-bike)
- 34% On Foot

### During the trial

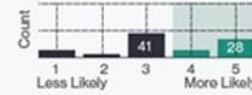
Currently/today, why are you using Port Loop Road?

- 56% Exercise
- 42% Leisure
- 18% Going Point A to B

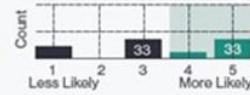


### Overall satisfaction

Does the current trial make you more or less likely to walk?



Does the current trial make you more or less likely to use your bike/scooter or other?



Overall would you use this route more often as a result of this trial & changes?



Why not?

- 50% Other
- 29% Still feels unsafe
- 25% Barriers don't improve perceived safety

Other included responses around there no issue currently, not necessary and road being too narrow for vehicles.

Why?

- 88% Safer
- 66% Protection from vehicles
- 63% Wider path

### What would unlock the change

What future improvements would make you MORE likely to use this route?

- 49% Better connection to Hector's Coastal Track
- 38% Greater awareness of the route
- 23% Separate path for cyclists & slower vehicles

Any other comments, hopes or dreams for Port Loop Road you'd like to share with us today?

A continuous cycleway connecting with other tracks, artwork, a cafe on the bay, wharf access and spending money on other areas of town.

Facebook - December 15th 2022  
<http://bit.ly/ywn/inVD>



60 Comments 12 Shares  
59 1 11

"This route should be a pedestrian highway linking town to the beach more easily"

"Might pay to remind people that it is also an operational port, and not just a walking/cycle track, and should always be treated as such."

Facebook - February 13th 2023  
<http://bit.ly/ywn/inWw>



31 Comments 3 Shares  
29 1 3

"Good idea but very tight for trucks"

"Need another footpath on the other side of the port loop road."

"All this appears to have done is impact negatively on the port users who are down there everyday."

Instagram - February 13th 2023  
<http://bit.ly/ywn/inWw>



03 Comments  
36

"Excellent. Before this lots of cyclists were using the footpath."

### Key takeaways

Feedback was mixed and the trial garnered many reactions and comments from users concerned of the heavy traffic in the Port area and users seeking greater connectivity and accessibility between Caroline Bay and the inner city. Several expressed concern of the road layout changes and the installations, particularly in a zone of high heavy vehicle use around the Port and tightness of the corridor. Others commented seeking greater connectivity and enquiries regarding other cycle routes and connections which could be implemented across the District.



# FEEDBACK CHANNELS DATA FINDINGS

## Port Loop / Marine Parade Intersection

### Light Vehicle counts

Intersection cameras tracking movements & # of light vehicles.

2,611	3,020	+ 15.7%
Before Trial / Weekday	During Trial / Weekday	Difference
1,750	1,686	- 3.7%
Before Trial / Weekend	During Trial / Weekend	Difference

### Heavy Vehicle counts

Intersection cameras tracking movements & # of heavy vehicles.

993	848	- 14.6%
Before Trial / Weekday	During Trial / Weekday	Difference
282	113	- 60%
Before Trial / Weekend	During Trial / Weekend	Difference

### Pedestrian counts

Intersection cameras tracking movements & # of pedestrians.

40	35	- 12.5%
Before Trial / Weekday	During Trial / Weekday	Difference
41	14	- 66%
Before Trial / Weekend	During Trial / Weekend	Difference

### Cyclist counts

Intersection cameras tracking movements & # of cyclists.

14	25	+ 78.6%
Before Trial / Weekday	During Trial / Weekday	Difference
106	61	- 42.5%
Before Trial / Weekend	During Trial / Weekend	Difference

### Key takeaways

A 12-hour survey captured movements by transport mode from 6:30 am to 6:30 pm on the Friday and Saturday. Pedestrian movements are down during the trial period with a decrease of five pedestrians during weekdays and 27 in the weekend. On weekdays cyclists numbers have increased by 11 (79% increase) with light vehicle numbers increasing and little change in heavy vehicle movements. On the weekend, light and heavy vehicle numbers have decreased, as have cyclists.

## Port Loop Road/Marine Parade intersection



Before Trial / Weekday

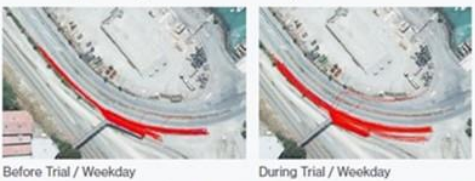
During Trial / Weekday



Before Trial / Weekend

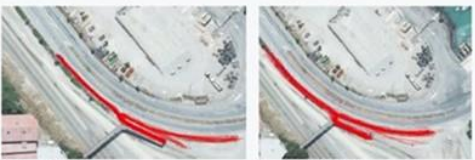
During Trial / Weekend

## Port Loop Road/Strathallan Bridge intersection



Before Trial / Weekday

During Trial / Weekday



Before Trial / Weekend

During Trial / Weekend

### Key takeaways

The desire lines show a stronger desire line point at the railway crossing as a result of the trial on the north end of Port Loop Road. The trial made the crossing shorter, which means they are also safer for pedestrians. Aside from that, there is very little that can be deduced from these desire lines.

# FEEDBACK CHANNELS SENSIBEL

## November 3 & 4 2022

This was a baseline hiki of the site pre-trial. Session One was held on 3 November 2022, 3.30pm – 5.30pm, and Session Two on 4 November 2022, 11am – 1pm.

Twelve people, covering a range of abilities, backgrounds and ages were asked to make their way from the Port Loop car park to the railway station capturing their observations.

Participants were asked to capture insights based on their personal background and the groups they represent. For safety, some individuals were accompanied by the project team. Two participants were assisted to capture their perspectives.

Their feedback, which included categorised photos, comments and ratings, were captured on location.

Comments were also captured retrospectively by the project team as part of a focus group.

Note that data was lost from the person in the mobility scooter during the walk which brought up the score but comments were captured retrospectively.

## Participant overview



## High - level statistics

### Overall experience

72% Negative

28% Positive

### Key reasons

28% Surface conditions & obstacles

21% Layout affecting experience

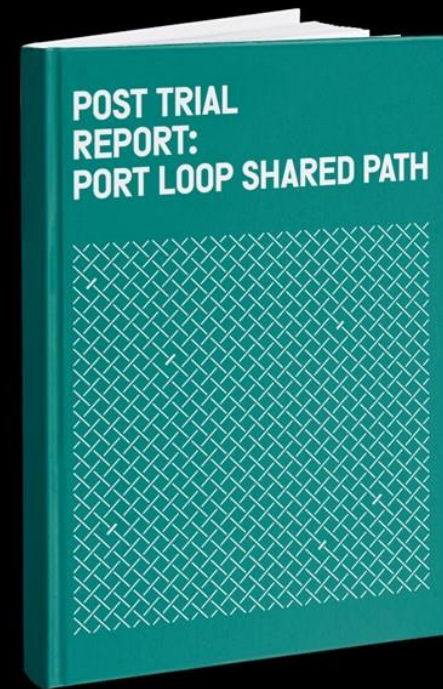


## Additional notes

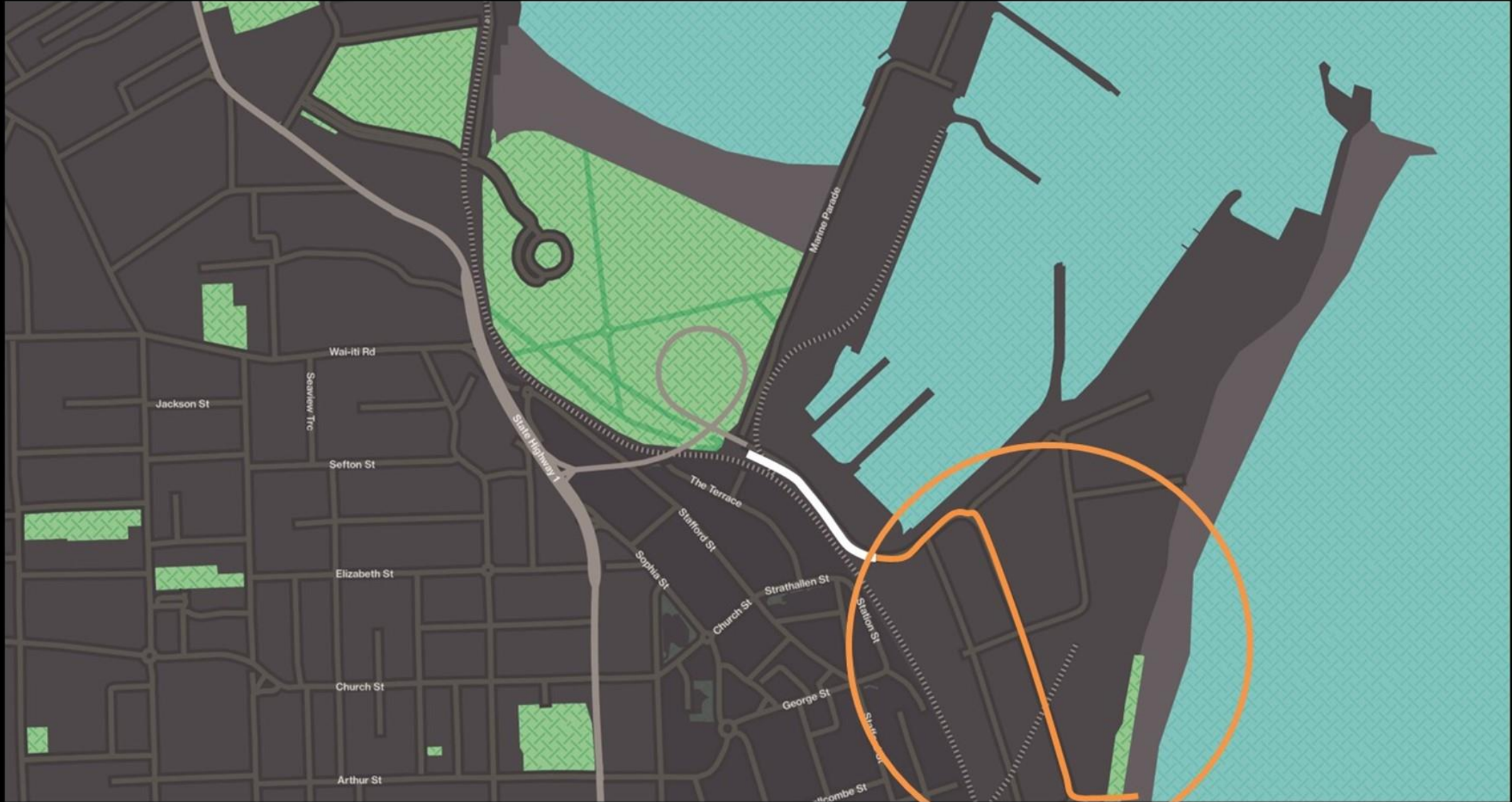
Focus Group 1	Focus Group 2	Person in mobility scooter
<ul style="list-style-type: none"><li>Check with every weekend to ensure the trial is safe</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li></ul>	<ul style="list-style-type: none"><li>Check with every weekend to ensure the trial is safe</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li></ul>	<ul style="list-style-type: none"><li>Check with every weekend to ensure the trial is safe</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li><li>Check with the trial leader</li></ul>

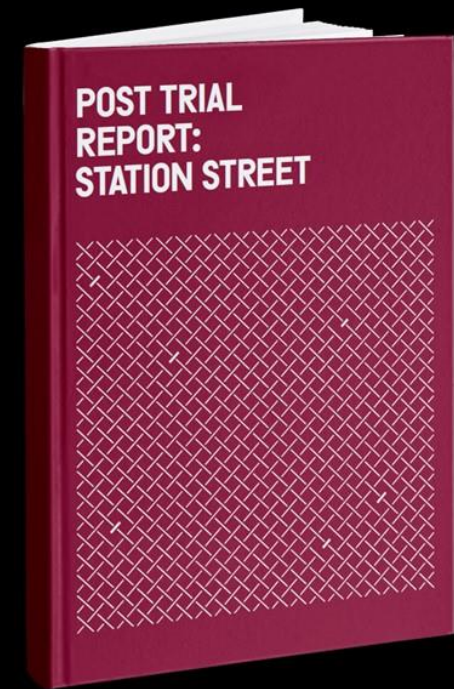
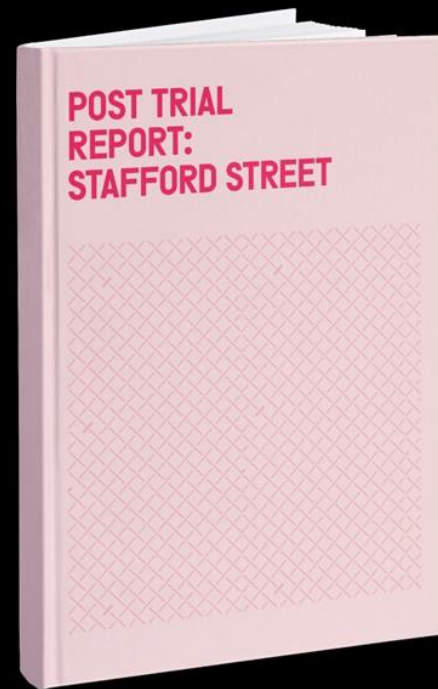
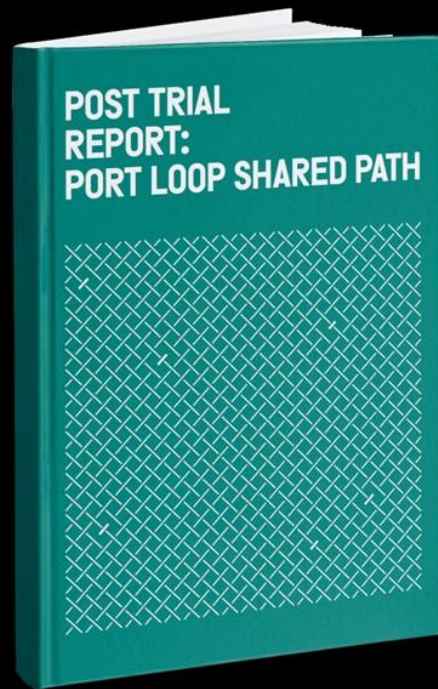
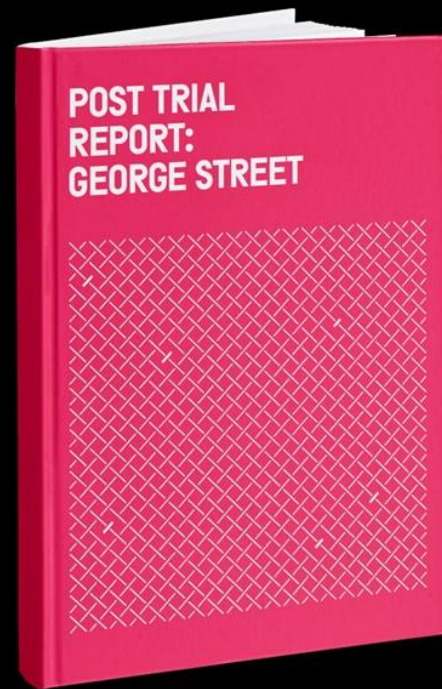
### Key takeaways

Every participant recorded more negative experiences than positive. Observations were captured across eight categories with 'Layout affecting experience', and 'Surface conditions and obstacles' more consistently chosen. These included issues around layouts of crossings, drop kerb locations, loose materials and kerb and channel surface conditions.













# Keep Communicating



**What we need for success.**

**We seek diverse engagement.**

**We ask the right questions.**

**We gather perceptions.**

**We gather data.**

**We respond fast.**

**We don't lose sight of the ambitious vision.**

**We look beyond our own discipline.**

**And we keep communicating.**

