

- The Art Deco (c. 1930 -1940) Emmas at no. 53 Main Street which is quite different in style to anything else in the town centre.
- The new Under the Oaks café and adjacent shop at no. 55 Main Street, built in a modern style with traditional weatherboard style cladding.

Even though the commercial buildings are very different to each other in style they sit comfortably together because they are all similar in scale i.e. low rise with a street frontage width (with the exception of the supermarket) of less than 20 metres. They have a good relationship with the street, i.e. they have doors and windows onto Main Street, have no setback, or a setback with either no boundary fence or a low fence and garden planting between the footpath and the building. The most common material is weatherboard or a modern equivalent (e.g. Linea board) in white or pale colours, but there is also painted plaster, red brick and dark painted wood. Roofs are pitched or hipped. Generally they have their ridgelines parallel to the street, rather than gable end on, but small gables are a common feature. Some have a horizontal parapet. There are no large expanses of the same building design or colour.

When looked at individually some buildings are of no particular architectural merit such as the butchers at no. 44 Main Street or the Oxford Library and Service Centre at no. 34 Main Street, a functional tall single storey municipal building. Different people will like and dislike different buildings. Buildings such as Emmas may have been considered out of character in the past, but do not seem so jarring today because of the attraction that comes with age.

Dalley Lane is a point of difference with its detour from the Main Street and outdoor seating area under the trees.



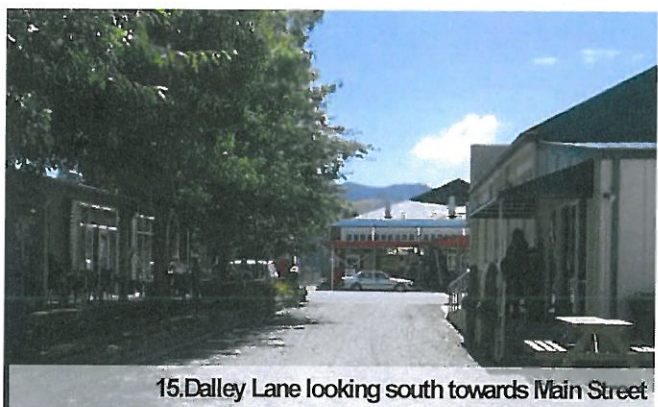
12. 53 Main Street



13. 55 Main Street



14. Oxford Service Centre and Library



15. Dalley Lane looking south towards Main Street



The centre currently is effectively comprised of three nodes (west, central and east) divided by residential properties and open space, rather than one compact centre. The most disruptive gap is between the central node containing the supermarket and the western node containing Seagers. On the south side the centre ends at the motel managers house. On the northern side the frontage of Pearson Park, the museum and the Art Gallery do not read as 'town centre' and those unfamiliar with the town may well not venture past the supermarket.



16. SuperValue supermarket, an attractor of activity

Although there are a number of 'attractors of activity' along Main Street, (Seagers, SuperValue, Library/Service Centre, Queenette Dairy) there is not an obvious focal point. While some lament the loss of 'the village green' now occupied by Under the Oaks and the motel under construction, it was another focal point in the centre, rather than the main focus of the centre. Oxford does not necessarily suffer from not having a single focal point and in fact the multiple focal points help to integrate the centre.



17. View along Main Street dominated by cars

Street improvements were carried out in the town centre in late 2008 /early 2009. Through the length of the town centre from just east of the Police Station to Bay Road are roadside planting beds, street narrowings and central islands. These works help to define the town centre. The eastern entrance is marked by a splitter island with trees in the centre.



18. Roadside planting outside the Town Hall

Despite the improvements, the view along the street is dominated by parked cars during busy times. Overhead powerlines along Main Street detract from the street scene, but undergrounding them is prohibitively expensive.

Attention could be paid to the streetside planting, planting within property boundaries and the frontage of Pearson Park to establish a more cohesive landscape setting for the town centre. More substantial planting in the roadside planting beds, such as that outside the Town Hall, could off-set large expanses of road surface.

Oxford has a country town feel and it is quite different to other town centres in the Waimakariri District. The identity of the town centre is due to a number of factors including the small scale of buildings, the mix of age and style of buildings including some attractive historic properties, the open views to the north, the presence of large pine trees.

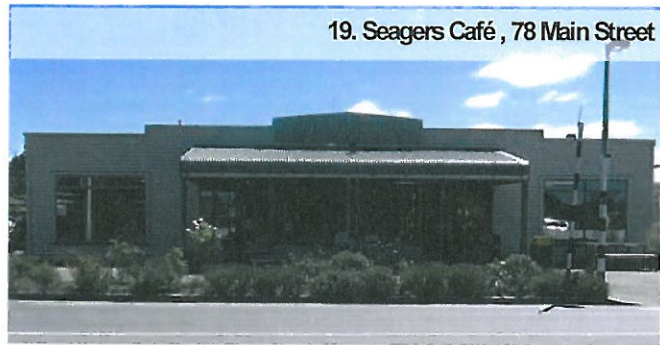


While there is no common building style, a theme could be developed around the weatherboard buildings, which are predominant and attractive, through the use of weatherboards in white or pastel colours for new buildings, of which Under the Oaks and the Main Street building containing Seagars Café are good examples. Because one of the charms of Oxford is its variety of buildings it would be important to avoid imposing too much regularity.

### 3. Greenspace/community facilities fronting Main Street

Much of Main Street on the northern side is devoted to Pearson Park. This central location provides good visibility into the park and a green view penetrates the town centre and permits extensive views to the north. The park, provides for a good range of activities, with space for picnics, a children's playground, space for a weekly farmers market and a quiet place to sit, near to the Main Street frontage. However, the park has the disadvantage that it breaks up the centre into three separate parts.

The western frontage of Pearson Park to Main Street extends across a distance of 127 metres, it has a low frontage wall which provides a defined edge to the park. But beyond this the street frontage breaks down into an assortment of plantings in front of the museum, its car park and the art gallery car park. Something which provides continuity across the whole frontage could help to knit the western end of the town centre to the rest of the centre. This may be through extending the wall, a more consistent planted frontage or a line of small trees. The Art Gallery would benefit from a greater presence on Main Street, perhaps the framework of a building forming an entranceway to the car park.



19. Seagars Café, 78 Main Street



20. Pearson Park, near to the Oxford Service Centre



21. The Art Gallery is set well back from Main Street



22. Museum and Art Gallery frontages at western end of Main Street

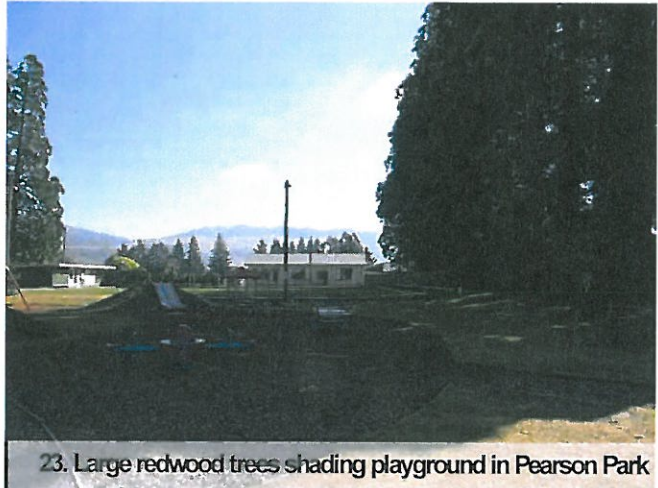


The large redwood trees are very dominant and make this part of the park quite dark and shaded. Public opinion on the removal of some or all of the trees could be canvassed as part of the preparation of the Reserve Master Plan.

On the eastern side of the town centre the frontage of Pearson Park to Main Street is less of a break because it is a smaller distance (60 metres) and the adjacent Library/Service Centre/Post Office attracts activity. The very large pine tree and picnic tables are an attractive feature, although the tree is not universally popular. The car park has a rough edge which is rural in nature. Siting the Sunday Farmers Market here brings life to the Main Street. Although the car park could be 'tidied up' it would be important to maintain its rural feel. A continuous edge treatment such as a boundary fence or line of trees could be considered across this stretch of park frontage, to link the central and eastern nodes of the town centre from the butchers to the WDC Library/Service Centre.

The Library/Service Centre is set back from the road and this provides space for seats and flower beds, appropriate for a civic building, however, the garden could be better integrated with the Pearson Park frontage. The public toilets are less visible than CPTED principles seek, but they do have their entrances facing Main Street and are therefore subject to casual surveillance. They are in a central location, serving users of the park, passing motorists and customers of Main Street businesses.

The Town Hall is undergoing repair and earthquake strengthening. The car park will have a short frontage onto Main Street. Its edge will be defined by trees and it will form a good transition between the BI Zone and the residential zone. The trees along the western boundary mask the façade of the building and as they grow are starting to appear a little crowded in. Opinion could be canvassed on removing these trees and replacing with a low hedge.



23. Large redwood trees shading playground in Pearson Park



24. Car park and large tree along frontage of Pearson Park



25. Public toilets (between the trees)



26. Oxford Town Hall



In the preparation of the Master Plan for Pearson Park particular attention should be paid to the Main Street frontage with the objective of ensuring the park helps to integrate the three town centre nodes rather than dividing them. Trees close to the Main Street frontage of the park would help to disguise the overhead powerlines.

#### 4. Issues of recent developments

The managers house built in 2011 and linked to the motel under construction is a two-storey rectilinear building. It stands out as an anomaly in the street scene. It is taller than the surrounding buildings at about 7 metres high, but not a large building and it is set back 4 metres from the road. One of the reasons it does not fit well into the street scene is because ground floor interaction with the street is precluded by a high solid wall. The adjacent Under the Oaks Café and shop built at a similar time are more sympathetic to the character of Oxford with the use of weatherboards and with the form broken up to maintain a small scale. This development has a good connection with the street with an outdoor terrace and large shop windows and doors facing Main Street.



27. Under the Oaks café, shop and motel managers house

New shops are being constructed on the corner of Main Street and Meyer Place. These are of a simple single storey form with shop windows onto Main Street and doors facing Bartlett Street constructed on the same footprint as the previous building. The building is built to the back of the footpath on Meyer Street and with a small setback on Main Street and so continues to define the corner.



28. New shops under construction corner of Main St/Meyer Pl.

Resource Consent has been granted to a new supermarket to replace the damaged SuperValue supermarket building at no. 52 Main Street. The proposed development is at odds with the typical development form in Oxford. The building is proposed to be set well back from the road, a distance of around 22 metres with car parking between the footpath and the building. This will open out the street at this point so that the already less well defined northern frontage of Main Street will become even more so.

The building, although of a similar scale to the existing supermarket and of similar dimensions will have a poorer interface with the street, not only because it will be set back but also because of the lack of windows in the Main Street elevation, with only the double width entrance door being glazed. Attempt has been made however to give the impression of windows with the use of louvred panels. The consent also provides for an acoustic fence between the delivery area and Pearson Park. The rear section of this is to be 2m high. This will screen the users of the park from noise and the view of the delivery area. The front section of the fence is intended to be 1.8m high. This fence extends right to the footpath and the need for it alongside the car park is unclear. It will have the disadvantage that a close-boarded fence will block the view along the street across the supermarket car park of the greenery of Pearson Park.

## 5. Expansion of the business zone

Most of the BI Zone is already occupied by commercial or community uses. The exception being the two houses at numbers 45 and 47 Main Street, so that there is limited opportunity for expansion within the zone, although some scope for intensification. Consideration could be given to expanding the zone to the east, to incorporate the Police Station and the two intervening residential properties and one or two properties adjacent to the Town Hall. However, this would serve to spread the town centre out even further.

Expanding the BI Zone to the west on the north side of Main Street would help to consolidate the town centre, but this would only be advantageous if commercial properties could be developed on some of the frontage of Pearson Park.

A third opportunity for incorporating commercial buildings is the frontage of Pearson Park between the butchers shop and the Library /Service centre on land which is already zoned BI. The Farmers Market would likely need to be relocated although it may be possible to develop a 'square' which would operate as a car park unless needed for the market or other community activities. Consideration could be given to a town square with small commercial units along lanes on the eastern and /or western edges, at right angles to Main Street in similar vein to Dalley Lane, depending on the legal restrictions on the use of the park. This could require the removal of the pine tree. A car park accessed from Burnett Street, with a pedestrian link via the new lane/s could be constructed. If development on this part of Pearson Park were feasible it would need to be very carefully designed to maintain a good interface between Main Street, Pearson Park, and the protected tree. or the Library/Service Centre if the tree were to be removed.

In any review of the extent of the BI Zone it will be important to take into account the future of commercial and community buildings in High Street.



#### **Appendix 4: Oxford Area Community Survey – Planning Controls**





Please comment, if you wish, on the **planning controls** suggested above, or any other controls that members of your household would like to see for the Oxford Town Centre.

Not more than two stories, otherwise creates problems especially in the winter - wind tunnels.
Second storey buildings should be set back as to let more light in.
Height restrictions on fences in front of properties on Main Street - they should be lowish. Tall fences look terrible.
Weigh bridge for trucks closer to town centre, not Coopers Creek, to reduce big trucks in town and Coopers Creek roads.
Stop the Council from spending our rates money on restricting the road width with ridiculous concrete structures in the road ways.
Rata Street/Main Street corner dangerous. Rata Street at this intersection is very narrow because of the parking outside Cafe 51 protruding onto the street. Now with shops on the opposite corner it is going to be worse. Heading east on Main Street and turning into Harewood Road is difficult. Island sticks out too far.
Get rid of the bottleneck of traffic in the supermarket and Emma's area. It's a mess.
We need more car parks, not less, as the town is growing and there is more traffic. If landscaping must be done, no deciduous trees, just small plots and certainly not in the middle of the street.
Car parking is becoming an issue and I'd like to see significant parking allocations with any increase in commercial services.
Disability parking areas.
Generally property owners plan the above dictated by supply and demand without unnecessary planning controls. Supervalu have consent to build a supermarket behind the existing one and parking where the existing one is. The town needs businesses, therefore needs complementary parking.
Most important is the lack of car parking per building in the town centre. Some shops have one park, others have none. The Oaks and the antique shop are supposed to have nine. They haven't. The ridiculous traffic islands and gardens that were supposed to slow down the traffic haven't. They only hinder the traffic flow, especially around the supermarket.
Plenty of off street parking. Petrol pump sited back from the street.
Entering and leaving car parks is awkward. There should be no parking on the right side when leaving.
Would be good to see buildings built to a uniform standard i.e. in Wanaka buildings have to be built to fit their surroundings. You can't just build any old building.
Would have loved to see the new shops retain the colonial heritage but sadly now it's too late.
Please have buildings that are not modern and slab or if they are, perhaps have verandas and seats outside.
I would like to see the existing facade on the town hall stay.
Use cladding to hide large expanses of concrete such as bricks, stone, even wood.
While the probability of further earthquakes means that most of the larger buildings will be steel framed sheds, some imagination is needed concerning cladding and roof lines.
Some houses can be eyesores, so it would be good to have some controls in place.
Colour scheme control.
Would like to see more shops, commercial buildings in general, but not the tilt slab bulk stuff seen in Christchurch.
We would like to see properly designed buildings carried out by qualified architects, not draftsmen. Quality architecture attracts people and makes the place.
Planning controls that relate to aesthetics are important but only if monitored by a panel of specialists in visual culture i.e. top designer, architects who support good innovative design, as well as historic places or design historians. We wish to encourage variety in design and support individualism, good design, and good building construction and materials. So, no cheap and nasty.
Appreciate the difficulty of reaching consensus on building styles.
We both feel that it is important to retain the character of Oxford, but not to compromise building regulations and safety. New buildings should be built with a rural character.
Verandas (pedestrian cover) on all shops.
I would like to see heritage controls. Taking into account the mountains so the buildings look like they belong. Oxford could be Canterbury's Queenstown, with beautiful buildings, heritage land-location inspired.
I'd rather there was a limit on the amount of vertical wall directly on the pavement boundary. Verandas, decks, gardens fine.
Commercial buildings should be built in style and manner to enhance the village look and feel. 1930's facades.
Don't wish to see design flair stifled as in the UK, but needs to be a base standard.
It is the smallness of shops which makes them boutique and therefore draws unique tenants. This makes



Oxford Main Street a great visitor draw card. I have spent a whole day going from one end to the other and spending money at each shop.
Wide footpaths, cycle parking, and cycle ways, included in plans. No blocking or narrowing of pedestrian access through business activity.
Pedestrian crossing on to café by the junior playground.
Over use of flags/signs on footpath blocking pushchair and wheelchair/motor chair access.
Bike rack for bicycle parking.
New shop boundaries are being built right up to the edge of the footpath, leaving no room to park prams etc.
I like shops to be set back a bit. Creates space for people to gather. Can create beautiful spaces with plants or art.
Controlling town centre in a certain area or areas. Against town centre creeping down into residential dwellings along Main Street, east and west.
Town centre should be somewhere to relax, shop, walk, sit, eat and enjoy the area. No dodging cars while crossing roads.
Town centre somewhere, maybe old sale yards area with gardens, picnic areas etc.
A small mall style area where people can meet, covered and not slippery.
Need space to sit and chat. Do not want shop fronts built up to the footpath. Vital to consider look and atmosphere of the town centre.
Limit commercial development on Main Street to an area between Burnet Street and Bay Road.
Extend commercial zone from High Street to Bay Road.
Revise District Plan, particularly Council-owned land to allow more commercial development of vacant /reserve sites.
There is a lack of cohesiveness along Main Street. One would like to see some kind of theme, for example, some towns in New Zealand have a coal mining theme, something which is instantly recognisable to community and visitors. Oxford is nice but dull with its best point being a view of the mountains.
We came to Oxford because of the community and country lifestyle. If high rise and urban spread is introduced without control, we will lose this.
We would like to see an Oxford design code developed that is unique to Oxford, governing size, height, frontage, standards of footpaths etc.
We'd hope to keep the village style of this little township - attractive and cared for, but not too many blanket controls.
Would like thought given to overall look of the town centre. Wide street, shops with verandas are desirable. Large car parks and concrete slab buildings that bear no resemblance to any buildings around them are terrible. The Council's own buildings are some of the worst. The pre-school on the edge of Oxford (Oxford Road) is also an eyesore - where is the landscaping?
Our town's planning controls should reflect Oxford as the gateway to the Southern Alps and ski fields. Our walkways and biking tracks should be highlighted in the summer. A vibrant village, attractive destination from Christchurch or the many 10 acre blocks surrounding us. A must stop for the traveller on Highway 72.
No more motels in the Main Street. Visitors bring money and they come to Oxford for the good shops, cafes and the art gallery. Too many concrete boxes and cheap shops and people will stop coming.
Too many controls are suffocating. Shops too homogenous would be boring.
All of the above (listed planning controls) are important, however, if property is privately owned then they should be allowed to put their own stamp on what they want to do.
I would not like to see a town centre which is unified, but a town centre which is maintained to a consistent standard.
I'm not a huge fan of strict planning controls. Like the random nature of the centre.
Planning consent removed from Council's control and returned to architect. An architect designs and details building, is responsible for onsite inspections, engineering details, everything. Council only puts the D.P. number on their plans.
Love to see the town hall become a stronger focal point of the town.
It should be mandatory that any new wood burners are of a high efficiency as the air here can be very bad on winter evenings due to smoke and pollutants.
Would like to see character lamp stand street lights in Main Street town centre near shops.
The overall control of built area to open space is important but not at a single site level. Losing the village green was not good.
Keep Oxford a unique town different to other towns, not too many native trees other than Beech.
We've seen the recent plans for the development of the town centre. It would be a pity to lose some of feature trees which are already there.