

RANGIORA TOWN CENTRE STRATEGY BLUEPRINT TO 2030+

July 2020

RANGIORA TOWN CENTRE
Charismatic and Contemporary

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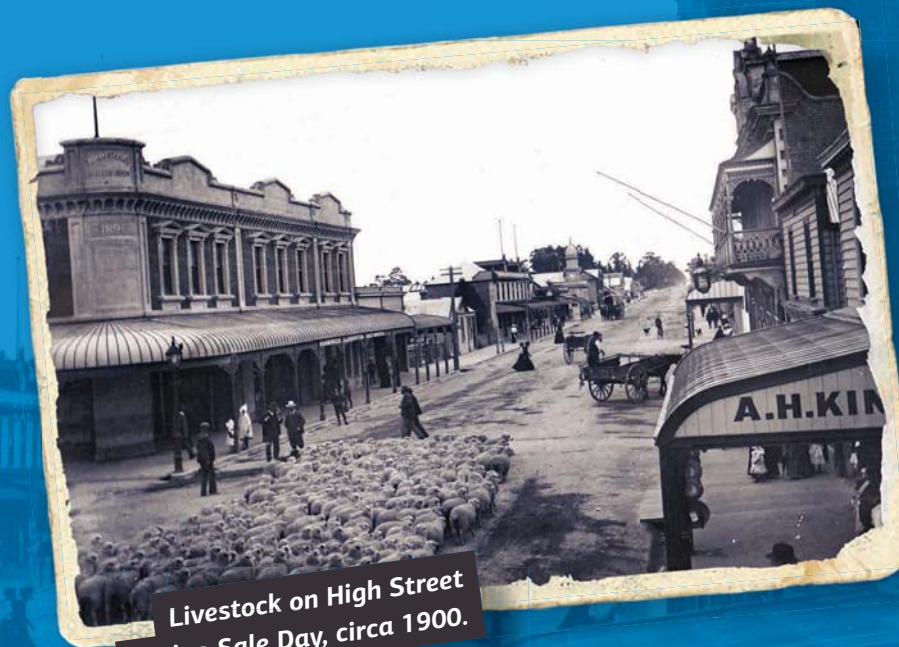
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Livestock on High Street
during Sale Day, circa 1900.



AN INTRODUCTION *from the Mayor*

IT'S MY PLEASURE TO INTRODUCE THE RANGIORA TOWN CENTRE STRATEGY.

In this document we describe an exciting vision of how the Town Centre could look and feel in the future.

The success of the Rangiora Town Centre is vital in ensuring Waimakariri's economy continues to thrive. It's a major service centre for the District and a hub for commerce, employment and recreation.

Over 20 years of sustained population growth has seen Rangiora expand past its traditional boundaries and by 2048 it is estimated that more than 30,000 people will call Rangiora home. This growth presents challenges, but also opportunities.

We are not starting with a blank canvas, much has already been achieved through the successful implementation of the previous Rangiora Town Centre Strategy and our task now is to build upon this momentum.

Local businesses tell me that visitors enjoy our town's friendly atmosphere and charm. They are often surprised with how much the Town Centre has to offer and we have an opportunity to further enhance our unique character and showcase Rangiora as a destination.

Rangiora's retail trends are improving. We've attracted major national retailers to complement our local, boutique stores and increasingly our residents are shopping locally. As we find ways to encourage this further, it will strengthen our local economy and create more jobs.

However, this Strategy is not just about businesses. We want to develop a vibrant town centre where people enjoy spending time and create public areas that promote our residents' health, happiness, and wellbeing.

This Strategy is underpinned by what we have been told is important as the Rangiora Town Centre develops through a number of forums, including submissions on the draft Rangiora Town Centre Strategy. We are grateful to everyone who contributed and provided feedback which has assisted in getting us to this final Strategy.

The majority of the work to prepare this Strategy was undertaken prior to the global Corona Virus Disease 2019 (COVID-19) health pandemic, and the Council, together with our communities and central Government, are still working through the various impacts this has had and will continue to have on our people and economy. While the Strategy remains valid in light of the impacts of this disaster, we have signalled a strong link to the COVID Recovery Plan that the Council is developing in response.

Ultimately, the future of the Rangiora Town Centre will rest on the support and investment of the private sector, Council and the community, and in line with this, any co-investment will be considered as part of the Council's 2021/31 Long Term Plan process. We've seen what we can achieve when we work together and I'm confident that the Rangiora Town Centre will continue to thrive.

Ngā mihi

Dan Gordon
Mayor

PART ONE

setting the scene



Looking west across Rangiora some time before 1956, Rangiora High School Farm in the foreground.

THIS STRATEGY IS A FRAMEWORK FOR THE ONGOING DEVELOPMENT, GROWTH AND SUCCESS OF THE RANGIORA TOWN CENTRE FOR THE NEXT 10 YEARS AND BEYOND.

THIS STRATEGY PROVIDES A BLUEPRINT FOR POSITIVE CHANGE AND WILL HELP ENSURE THE TOWN CENTRE IS SUCCESSFUL, VIBRANT AND FUNCTIONAL. IT WILL HELP US TO MEET THE NEEDS OF OUR GROWING RETAIL AND SERVICE SECTORS AND SUPPORT EMPLOYMENT LOCALLY AND ACROSS THE DISTRICT.

What is the Rangiora Town Centre Strategy?

This Strategy acknowledges the Rangiora Town Centre as the focal point for both Rangiora and the wider Waimakariri community, and creates a vision for what the Centre should look and feel like by 2030. We've identified 10 major projects that help turn that vision into reality and provide a catalyst for further private and public investment.

This work builds on the previous Rangiora Town Centre Strategy (RTC2020) adopted by the Council in 2010, which sought to provide for growth, improve access and enhance the centre's quality and character. The RTC2020 has proven successful in bringing about exciting developments and greater vitality in the Town Centre, particularly in providing a response framework following major redevelopments required after the 2010/11 Canterbury earthquakes. However, the vast majority of the key projects identified in the RTC2020 have now been completed. It is time to stretch our aspirations further into the future, taking ongoing growth, demand and opportunities as key cues.

We also need to consider the critical link between the Town Centre and Rangiora's future residential growth areas. Integrating these well has the potential to be truly transformational and it is vital that we strategically plan to take advantage of this opportunity.

This Strategy contains three parts. The first part sets the scene and provides relevant context and background information (the "Why" and "Where"). Part 2 identifies a vision for the Town Centre, principles, key concepts and ten major projects that the Strategy seeks to deliver (the "What"). Lastly, Part 3 outlines how we will make the Strategy happen (the "How"). This document references a number of other documents, statistics, expert advice, surveys and other findings. A list of links for further information is contained towards the back of this document, along with a glossary of terms used throughout. Background documents and further information can be found on our project webpage waimakariri.govt.nz/rangiora.



**“THE NORTHERN MOTORWAY
WILL MAKE IT EASIER THAN
EVER FOR PEOPLE FROM
CHRISTCHURCH TO VISIT
RANGIORA. WE NEED TO FIND
WAYS TO MAKE THE MOST OF
THAT OPPORTUNITY.”**

Ross Ditmer
Rangiora Promotions Association

Why do we need a Rangiora Town Centre Strategy?

Rangiora’s Town Centre plays a significant role within the wider Waimakariri District. The Centre is truly moving on from its historic status of a ‘rural service centre’ to a place that is increasingly unique, vibrant, people-oriented and attractive to investment, while remaining rich in character.

Rangiora is viewed as their primary centre for shopping and services by more than 60% of the wider District and this catchment population is expected to continue to increase, following more than 20 years of sustained District growth. Rangiora itself is expected to grow from around 18,000 people currently to approximately 30,000 by 2048, while the wider District will likely reach around 97,000 residents in 30 years. Such growth provides us with number of challenges and opportunities.

If Rangiora is to retain its status as the District’s main centre and meet the needs of an increasing number of people, it needs to accommodate a substantial increase in floor space for retail, business and community services over the next ten plus years, and do so well.

This was recognised in the Council’s 2018 District Development Strategy (DDS) which provides the framework for Waimakariri’s overall growth. It identified the need to revise the RTC2020 to respond to a number of growth challenges and take advantage of opportunities in a planned way. The DDS signalled the need to identify further opportunities for intensified residential and

business development focused in and around the town centre, make better use of existing business land, and consider expansion areas for Rangiora Town Centre.

Similarly, Our Space 2018-48, the settlement pattern update for Greater Christchurch developed by the Greater Christchurch Partnership, directs the Council to review town centre masterplans and strategies, and explore options to increase land supply for existing Key Activity Centres (KACs). Our Space outlines land use and development proposals to ensure there is sufficient development capacity for housing and business growth across Greater Christchurch to 2048.

Rangiora is identified by the Waimakariri District Plan, based on the policies of the Canterbury Regional Policy Statement, as a KAC. KACs are commercial centres identified as focal points for employment, community activities and the transport network that are suitable for intensive mixed-used development. KACs are intended to consolidate and integrate the growth of business, retail, recreation and community activities.

As Rangiora’s core centre intensifies and grows, it needs to continue to address key issues pertaining to its role, scale, form, function, look and feel, vibrancy and connectivity. Rangiora’s Centre faces challenges that are not uncommon to many New Zealand towns and cities including: a varied quality retail offering, limited public transport options, a heavy vehicle route running through the centre, and large format retail in peripheral locations.

These may be challenges but they also represent opportunities. The Centre has a wider economic role to play within the region and beyond as well as providing independent 'destination' services, opportunities and unique attractors. Preserving, maintaining and growing efficient transport and commerce links within the District and region is important for the District's economy.

The Rangiora Town Centre faces strong competition from other centres, resulting in retail leakage where around \$2 out of every \$5 spent by Rangiora residents is landing in tills outside of Waimakariri. Rangiora needs to provide an environment to attract the right retail mix, which in turn will encourage more local spending.

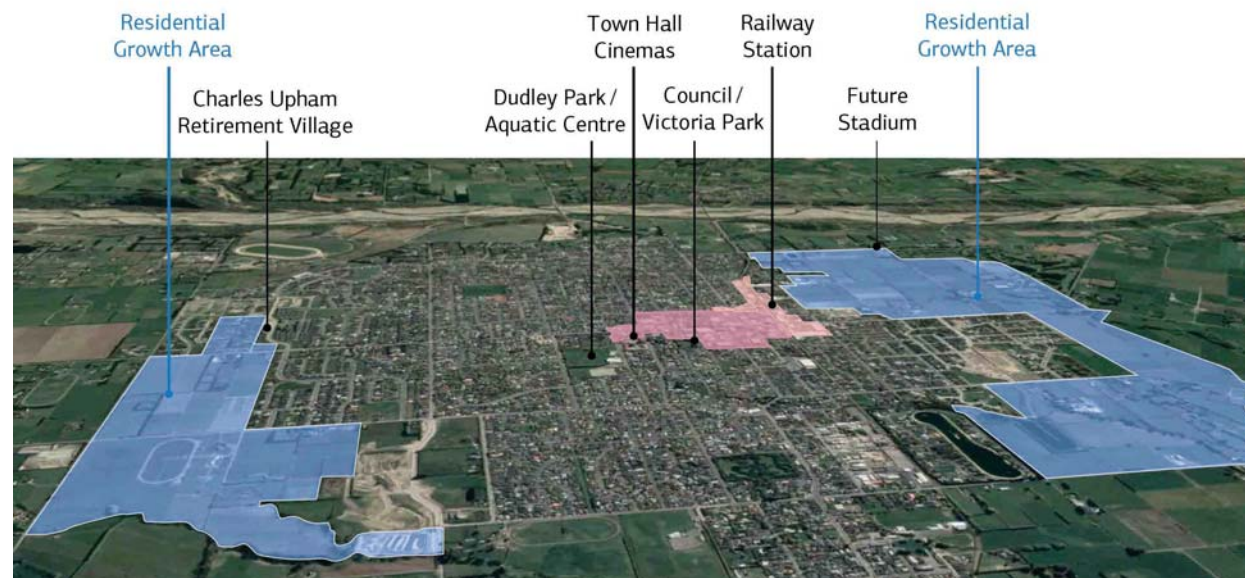
The Centre's role in supporting the regional economy and local employment is a fundamental component to supporting the projected local and District population growth. A strengthened and expanded Town Centre will in turn enable the growth in local employment opportunities, which will improve Rangiora's self-sufficiency (that being the number of jobs compared to the number of working age residents that provides a measure of sustainability) and reduce the proportion of residents needing to travel to particularly Christchurch for work. Attracting and retaining 'job rich' businesses in the District is increasingly important as the District's population increases.

The Council is preparing for residential growth through developing a Rangiora Structure Plan, on which the community will be able to comment as part of the Proposed District Plan later in 2020.

Some 4,500 additional households are planned to the east and west of Rangiora's existing residential zones, with the most significant opportunity to the northeast due to its close proximity to the Centre. Approximately 500 metres as the crow flies is all that separates the north-eastern residential growth area and the heart of High Street, creating unique opportunities to facilitate a vibrant and practical connection between the two. It will require considered master planning involving multiple disciplines, sectors and stakeholders to realise the full potential of this opportunity.



Rangiora Residential Growth Areas



The Collins Book of Māori place names and other historic references refer to Rangiora meaning “calm after a storm” or a “place of peace after a time of trouble.”

Ra/ngi/o/ra recalls the agreement between Te Hautapu-nui-o-tu (Ngāi Tahu) and Rakiihia (Ngāti Mamoe). Rangiora/Rakiora is a mahinga kai claim area of Wiremu Te Uki via deposition to H.K. Taiaroa of the 1879 Smith Nairn Commission of enquiry into the Te Kereme, the Ngāi Tahu claim.

From a sawmilling town in the 1850s, Rangiora became the administrative and commercial centre for a large area of farms and orchards. The first sign of a township developing was the opening of the Lion Hotel in 1857. Soon after, stores began to open and Rangiora quickly developed as a market town that held weekly sale days, attracting new businesses, trades and professions, and more settlers. Rangiora was constituted a borough in 1878.

Today, the Rangiora Town Centre is a centre for retail, business and provision of health and social services as well as an important community focal point.

What is the Rangiora Town Centre?

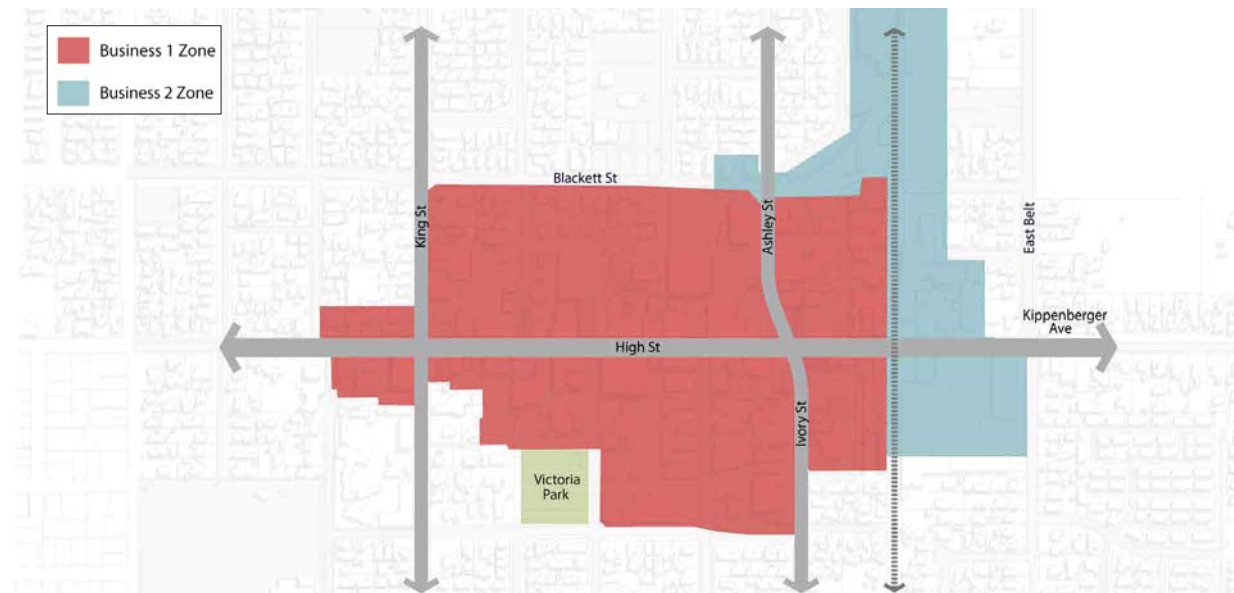
The Waimakariri District Plan zones most of the area occupied by the Rangiora Town Centre as Business 1 Zone, which provides for business, administrative and cultural activities, and is intended to:

- Help ensure an effective and efficient business sector by concentrating activity;
- Enhance the Centre’s role as the community focal point;
- Retain nominated areas as more appropriate for pedestrian-related activity; and

- Retain business activity that can support public services, facilities and amenities that will provide for the needs of workers, residents and visitors, in a quality, safe environment.

In recognition of significant development beyond the traditional boundaries zoned as Business 1, the area generally defined as the Rangiora Town Centre for the purpose of this Strategy includes some of the Business 2 Zone land to the east and to the northeast. The latter is relevant given its proximity to the northeast residential Structure Plan area and opportunities to provide links between the Centre and new residential activity. Together, the Strategy area encompasses some 34 hectares of land.

Rangiora Town Centre Business Zones



What makes a good town centre?

A good town centre is not just a place to shop; it has many functions. When business activities such as shops and offices are co-located with community, civic, recreational and entertainment facilities, they create vibrant places where people like to spend time.

Business has a pivotal part to play in attracting people to a town centre, however visitors may then use that centre for other reasons such as visiting the library, having a coffee, or meeting friends, and the reverse is also true.

Technology is a major disruptor, but also an opportunity. Recent changes in how we shop and the types of service provided has had an impact on traditional retail, with an increasing move to online shopping changing the concept of 'towns for shopping'. There is now a greater emphasis on town centre 'experiences' and this means that the amenity value, visual quality and coherence of the urban environment is of greater importance. This changing dynamic is resulting in more mixed-use activities, higher turnovers of tenants, pop-up formats, events and activity-orientated centres.

Urban design has an important role to play in making a good town centre, which provides economic and social benefits when done well. For example, making it easy to travel to and around a place in a vehicle or on foot increases the viability of local services and shops, encourages walking and cycling for non-work trips, and enables better traffic flow and easier parking.

This can lead to improved economic performance, more participation in community and cultural activities, increased use of public spaces and a greater sense of personal safety. Public art also contributes to greater engagement with community spaces.

Visiting the Town Centre needs to be a pleasurable experience; this will have spin-off benefits for the economic vibrancy of the Centre and Rangiora as a whole. To this end, it will be necessary to ensure that the Rangiora Town Centre has:

- An inviting outdoor setting that incorporates the character of the town, appealing landscaping, historic buildings and public spaces that promote enjoyment;
- Buildings that provide for attractive and inviting ground floor uses;
- Good parking and accessibility from all directions by various modes of travel; including public transport and cycling;
- A pleasant pedestrian environment that encourages people to walk alongside stores, shop and linger in cafés and other public spaces;
- Opportunities and spaces set aside for public art; and
- A wide range of facilities, activities and services that bring people together and add to the vitality and vibrancy of the Town Centre.

It is important to recognise that Rangiora is fundamentally strong, and has come a long way in recent years, particularly through developments that have followed from the significant damaging effects of the 2010/11 Canterbury Earthquakes. The Rangiora Town Centre is not a blank canvas, and we need to build on our current momentum and previous successes. A good town centre isn't just about aesthetics or replicating other places. It's about competing through differentiation and enhancing our town's unique character.





High Street looking busy
on 22 December 1979.



The "Southern Cross Kitten" aeroplane
parked on High Street at Cenotaph Corner.

Key challenges and opportunities

While the Rangiora Town Centre has seen significant improvements to its public spaces, retail offerings and accessibility following the completion of projects contained in the RTC2020, a number of key challenges remain that need to be addressed through an updated Strategy.

Urban form and Character

A high-amenity town centre, using a mixed-use model that retains its village feel and enables relaxed shopping has been identified by the Reference Group as critically important to planning for the future success of the Centre. Through our early engagement survey, we similarly heard that great public spaces that draw on Rangiora's unique character and create a sense of place need to be at the forefront of opportunities to explore.

The heritage character of High Street, with small narrow specialty stores offering a wide range of goods, is one of the few examples of its type remaining in New Zealand and also one of the best. It is one of Rangiora's points of difference when seeking to attract visitors to the town, however the Centre still faces a number of challenges relating to urban form and design. Changing retail and entertainment trends threaten the viability of the Town Centre and its role as a social destination if we fail to adapt.

Rangiora's High Street extends lengthwise and has the effect of dragging activity and investment away from the Town Centre and losing the sense of there being a centre of town. At the same time, there are several missing pieces and key sites that undermine cohesiveness and effort needs to be made to 'deepen' the Town Centre core north and south spatially so the Town Centre can intensify and develop in an efficient and logical way.

Following the RTC2020, significant investment has been made by Council to prepare the Rangiora Central Outline Development Plan, which sees the Council partner with property owners and developers to create an attractive and functional retail and hospitality precinct north of High Street between Durham and Good Streets.

Many property owners and businesses have made significant investments in the Town Centre following the damaging effects of the 2010/11 Canterbury earthquakes. These have seen redevelopment and strengthening of the building stock and have hugely contributed to the Centre's vitality.

There are a number of future development sites in the Town Centre that provide opportunities to further strengthen the Centre's identity and retail offering, if done well, particularly the BNZ corner, at Durham Street, in the North of High precinct, and in the block east of Ashley Street. The Gables Arcade, an indoor 'mall' and key pedestrian connection off High Street, is unique and also offers immense enhancement opportunities.

The Council building and library upgrade is a chance to enhance this key community space, and there are opportunities to better integrate, Victoria Park and the Rangiora Town Hall and cinema into the heart of the Centre. Areas south of High Street are underutilised and would benefit from introduction of core retail activities that promote active frontages and reinforce linkages with the civic precinct and High Street.

The RTC2020 resulted in the introduction and upgrade of a number of public spaces and pedestrian connections. High Street itself was revamped through new planting, street furniture and high quality paving. Conway Lane was built, walkability along Alfred Street was vastly improved, and Cenotaph Corner was redeveloped and a new public space created opposite it. Such initiatives have led to notable enhancement of pedestrian amenity and walkability in recent years, however there is still room for improvement. There is a risk that a wider lack of quality connections and linkages between key destinations will undermine achieving a walkable centre. Linkages between areas within the Town Centre play an important part in enhancing people's enjoyment of the Centre as a whole, and encourage visitors to park away from High Street and walk to their desired destination, which reduces the amount of traffic circulating around the Centre.

The Waimakariri District Plan has a number of design requirements for new buildings in the

Town Centre "core" that ensure the look and feel is complimentary to the existing High Street character. Provisions that seek to protect and enhance the built form have been significantly strengthened and extended spatially, and require, for example, that buildings along High Street and key surrounding streets include verandas, be built up to the street frontage, occupy the full frontage of the site, comply with height and glazing requirements, and feature designs with appropriate articulation and modulation. Despite these rules, there is a risk that infill developments will change the character and identity of the town and undermine the 'attractor factor'.

These issues do not exist in isolation; they interact and overlap. Addressing these will not necessarily be a linear process, but require a holistic problem solving approach and seizing opportunities as they arise.

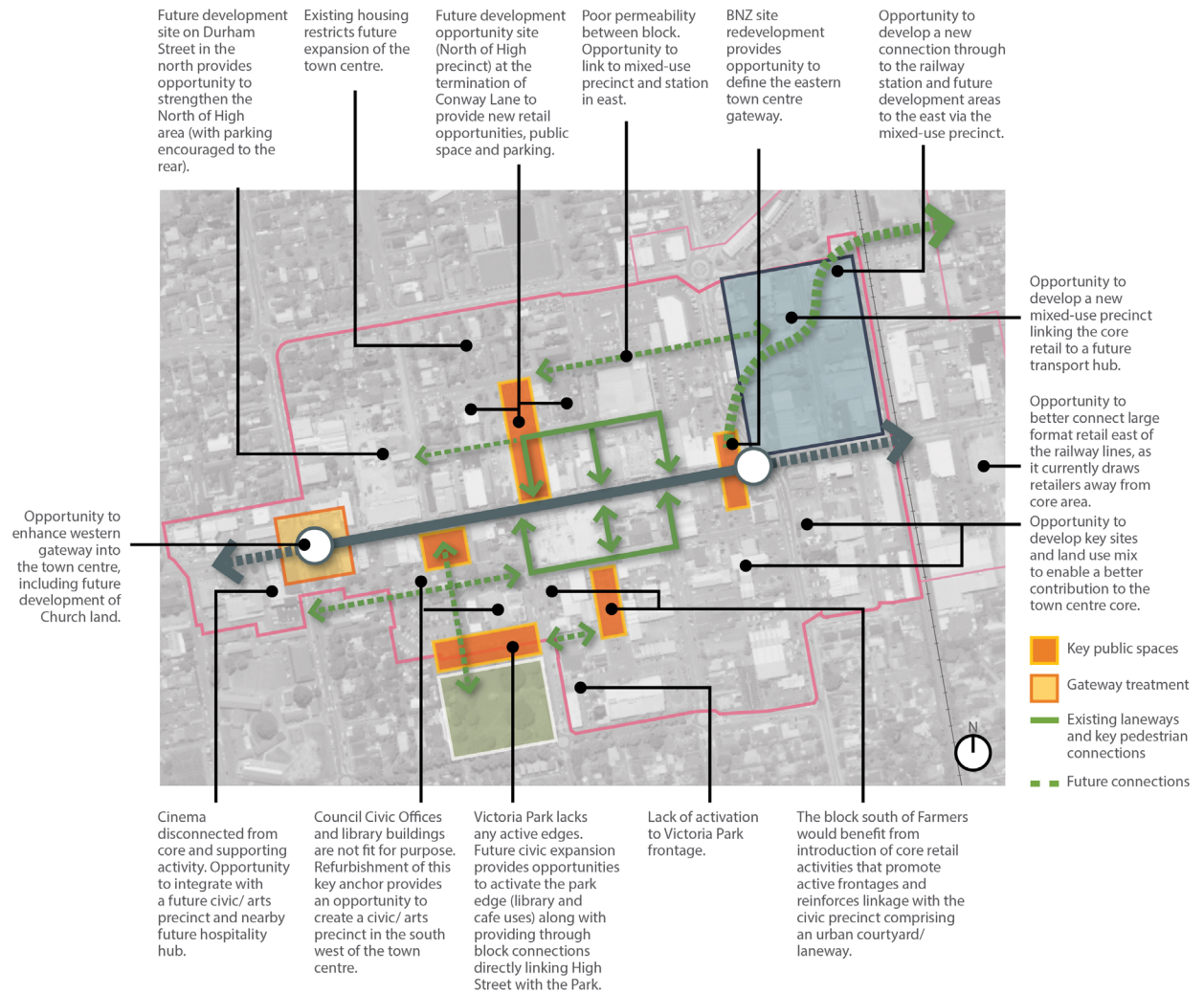


**“TWO HOURS OF PARKING
ISN'T ENOUGH FOR SOME
OUR CUSTOMERS, SO IT
WOULD BE GOOD TO HAVE
OPTIONS NEARBY FOR ALL DAY
PARKING, EVEN IF IT'S PAID.”**

Steven Purtle
NZ Ink Tattoo Studio

The key urban form and character issues and opportunities within the Town Centre are spatially summarised in the adjacent map.

Town Centre Urban Form and Character Challenges and Opportunities



Transport and Access

Access to the Rangiora Town Centre has been a matter of community concern over many years, and it is an issue that is inextricably linked with wider Rangiora traffic flow patterns. Better traffic and parking management, including lowering speed limits and providing more restricted and all-day car parks, is near the top of our community's wish list for improving the Town Centre. Similarly, the Council's recent Customer Satisfaction Survey shows that 35% of respondents are not satisfied with Rangiora's traffic flow and 33% are not satisfied with the provision of off-street parking. Ease of access is an important contributor to a successful town centre.

Rangiora's transport environment is reflective of its geographical location and historical development. Ivory Street/Ashley Street is the strategic north-south connection with Blackett Street and High Street connecting the Centre to the western areas of Waimakariri. Ivory and Ashley Streets carry the greatest volume of traffic whilst High Street, Percival Street, Kippenberger Avenue and Blackett Street also carry a reasonable amount of traffic.

The RTC2020 saw the identification and implementation of several key transport and access related projects. The intersection of Ivory, Ashley and High Street ("Cenotaph Corner") was realigned and traffic lights were installed. Two-way traffic with parallel parking was reintroduced to High Street, roundabouts were constructed at key intersections along Queen Street, parking

management was overhauled and directional signage was improved. However, a number of transport and access related challenges remain.

The north-south movement corridor at Ivory and Ashley Street continues to divide the Business 1 Zone and presents a key issue impacting Town Centre expansion. Despite vast improvements through realignment and signalisation in 2014, the Cenotaph Corner intersection continues to have the effect of acting as an eastern 'bookmark' to the Centre. The pedestrian experience between this and the large format retail traders east of the railway is comparatively poor, which discourages many Town Centre visitors from walking between the two destinations.

Most visitors to the Town Centre search High Street for a car park before using alternatives. Approximately 3200 public and private parking spaces are available in Town Centre and peak occupancy occurs between 12pm and 1pm at 56% (off-street public parking experiences a higher peak occupancy at around 70%). The Council owned Ashley Street car park has the highest average parking occupancy at greater than 80%. A desirable occupancy rate in a town centre environment is considered to be around 80-85% to ensure optimal use of parking spaces and business land. Around three quarters of cars stay for an average of one hour or less.

Currently there are limited public transport services and cycle infrastructure to and within the Town Centre. While the railway station at the edge of the Centre is well located for when commuter

public rail may become feasible in the future, the physical barrier of the railway line at the eastern end of the Town Centre with only one vehicle and pedestrian crossing point, provides challenges to connecting the Centre to Rangiora's northeast residential growth area.

Continuing to provide access to the Town Centre through efficient car parking, enablement of public transport, attractive pedestrian connections, and safe cycleways is important. However the future of changing transport technologies, and associated infrastructure and space requirements need to be considered alongside traditional modes.





**“AS AN IMPORTANT GATEWAY
INTO THE TOWN CENTRE, WE
NEED TO MAKE SURE WE FIND
THE RIGHT DEVELOPMENT FOR
THE ICONIC BNZ CORNER.”**

Jim Gerard

Rangiora-Ashley Community Board

Business activity

The Rangiora Town Centre continues to face strong competition from other centres. More than three quarters of all retail expenditure in Rangiora comes from Waimakariri residents with another 10% added from Christchurch residents. However at the same time, the Centre continues to suffer from significant “retail leakage” (money spent by locals in other centres, which could otherwise have been spent in Rangiora). Roughly \$2 out of every \$5 spent by Rangiora residents is being spent elsewhere, with around 35% leakage to Christchurch City. Rangiora has a ‘net outflow’ of between 10% and 15% of its generated spend, which means less money flows into Rangiora from elsewhere than goes out by local residents. To a certain extent, retail leakage is a reflection of Rangiora’s location as a satellite town to Christchurch and the fact that a large proportion of the District’s usually resident labour force is employed outside of the District (56%). Around 42% in fact work in Christchurch and many combine their shopping with their time spent away from home. The ‘losses’ in local retail spend represent a significant opportunity for Rangiora to recapture lost spending by providing better retail composition, and the environment and amenity desired by residents.

Encouragingly, overall retail trends are improving for the District. In the five years to June 2019, domestic inflow of spend (the expenditure from non-District residents within Waimakariri) as well as internalised spend (the expenditure of District

residents within Waimakariri) has increased, while outflow (the expenditure of District residents outside of Waimakariri) has decreased some 5%. This is likely related to Rangiora Town Centre attracting key national tenant retailers in recent years, including Briscoes, Stirling Sports, Lighting Plus, Animates, Macpac, and Farmers (which reopened following the 2011/12 earthquakes) amongst others. Such investments in the Centre, as well as others outside of the Centre, signal confidence in Rangiora’s local economy and retail performance.

Through the Reference Group work and feedback from the early engagement survey, we heard that an even better mix of retail offering including a diverse night-time economy would help improve the commercial position of the Town Centre. This would encourage more local spending and in turn create more local jobs, which all aids in improving Rangiora’s overall self-sufficiency.

By sector, supermarkets, liquor suppliers, fuel and automotive are performing well, not only meeting the demands of residents, but attracting inflow spend. The largest areas of retail outflow are related to apparel and personal, department stores and leisure. There’s an opportunity to address these outflows by providing an environment that attracts the right retail mix, which in turn will encourage more residents to spend locally. Anecdotally, we are hearing that finding sites large enough to integrate medium format retail into the existing urban fabric of the Town Centre is a challenge.

According to Statistics New Zealand, 'Rangiora Central' is home to around 400 businesses. Rangiora generates 70% of the District's retail spending and this is forecast to increase to 73% by 2048. This reinforces that the Rangiora Town Centre will continue to be the key retail focal point and dominant commercial centre for Waimakariri well into the future. By 2048, it is estimated that Rangiora will capture some \$630 million in retail expenditure per annum.

With the anticipated population growth in the catchment area, it is projected that by 2048, the Rangiora Town Centre could sustain around 1.5 times more Gross Floor Area (GFA) than the current sustainable provision. In addition, there will be growing demand for office space and other activities such as community facilities and entertainment.

To accommodate this demand, the current Business 1 Zone in Rangiora could be extended by approximately 6 hectares over the next 30 years. As well as expansion, we will need to make better use of existing zoned Town Centre land through comprehensive regeneration and redevelopment of sites to accommodate more intensive business activity.

On a wider scale, Waimakariri's local retail environment has to be dynamic and constantly reinventing itself given fluid retail trends, services, products and formats in an attempt to attract increasingly discerning consumers. Some key drivers of change in New Zealand's retail landscape include retail consumer expectations, accessibility, shopping experience and the growth in online shopping.



"I THINK WE NEED TO KEEP FINDING AND FILLING THE GAPS IN OUR RETAIL MIX, SO THERE'S LESS NEED FOR PEOPLE TO TRAVEL TO CHRISTCHURCH FOR SHOPPING."

Tania McKenzie
Williams McKenzie Lawyers

How has this Strategy been developed?

This Strategy has been developed by the Council with the help of specialist urban design and transport consultants. It is informed by technical reports and background information, including a parking survey, transport model, MarketView spending data analysis and community surveys.

Early Issues and Options reports were prepared which, among other things, considered the success of the RTC2020 Strategy and the key implementation projects that were progressed as a result.

In early 2019, an External Stakeholder Reference Group (the Reference Group) was established to contribute to the development of a draft Rangiora Town Centre Strategy, and three Inquiry by Design workshops were held to shape the Strategy concepts. This group included a number of community and advisory groups, businesses, developers, Enterprise North Canterbury, Rangiora-Ashley Community Board, and Council members, supported by staff and consultants.

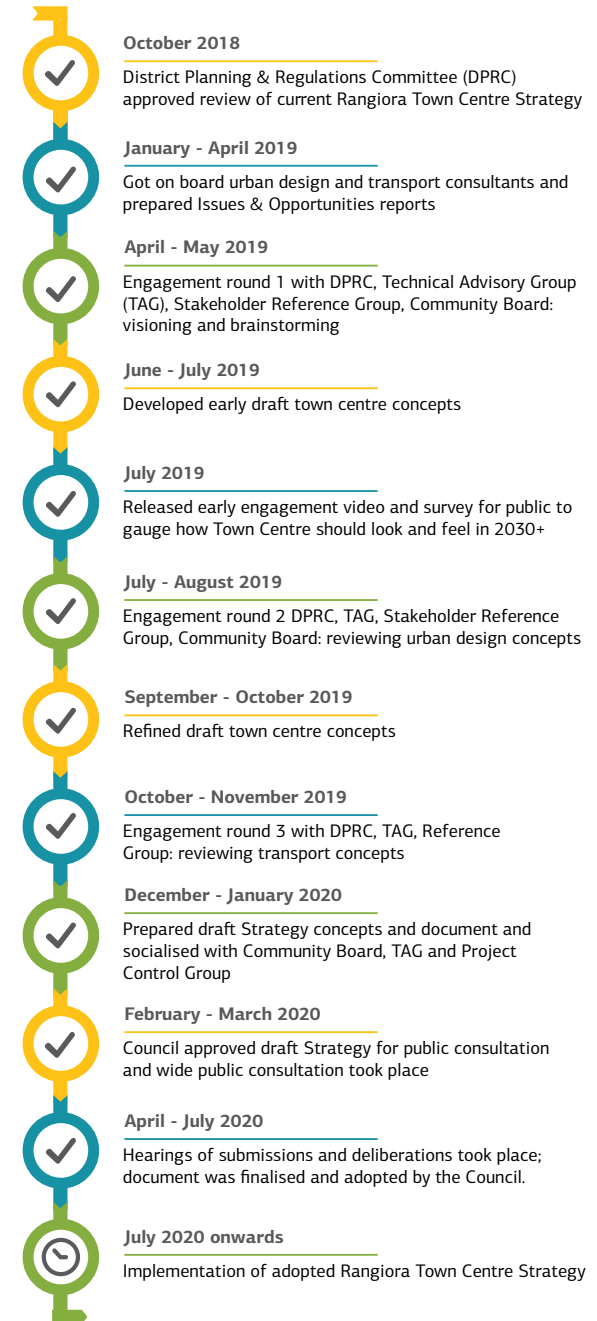
In August 2019, a video, web page and survey were launched to raise awareness around the project, spark discussion and gather some initial thoughts from the community on how Rangiora should look and feel in 10, 20 and 30 years. Responses were drawn on as a 'sound check' as concepts for a draft Strategy were developed.

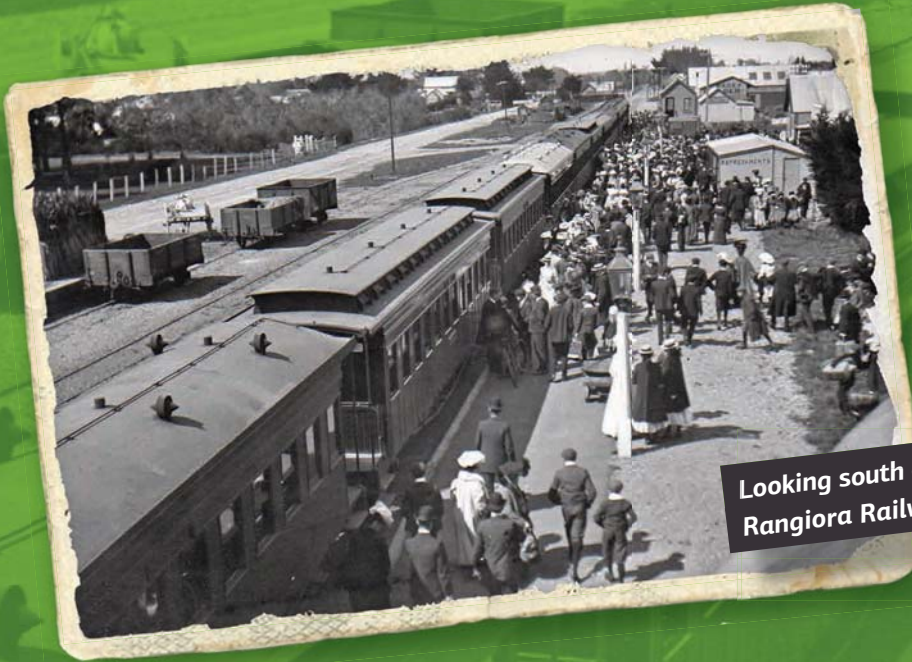
The Rangiora Town Centre web page was refreshed to provide an accessible public portal

for background information and updates about the project.

A draft Rangiora Town Centre Strategy was released for a one-month public consultation in February 2020, and a pop-up display and drop-in session were available during this time. The Council received 42 formal submissions and a hearing was held in late April 2020. All feedback received, together with other relevant information and technical advice, have informed this final Strategy.

The development of the Strategy was overseen by the Council's District Planning and Regulation Committee (DPRC). An internal Technical Advisory Group (TAG) also contributed to the content of this document, along with the Rangiora-Ashley Community Board.





Looking south along the platform at
Rangiora Railway Station circa 1900.

PART TWO *the strategy*

THE VISION:

Rangiora Town Centre: Charismatic and Contemporary

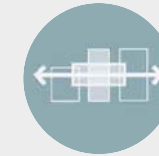


The vision seeks to create a town centre that will be:

- Well-defined, attractive and high quality
- Economically viable where people want to spend time and money
- People friendly with a strong community feel
- Well-connected, accessible and easy to get around
- Showcasing great buildings and spaces with a consistent look and feel
- Pedestrian focused, with a variety of spaces to sit, meet and play
- Reflecting and enhancing Rangiora's heritage, rural character and identity
- Diverse with a good variety of shops, eateries, businesses, and community and entertainment activities for all.

The Strategy

Four key overarching strategy design principles provide the fundamental platform to support key strategic concepts that help to shape the development of the Town Centre.



PROSPEROUS FUTURE
Town Centre Activity



FOCUS ON THE CORE
Spatial Orientation

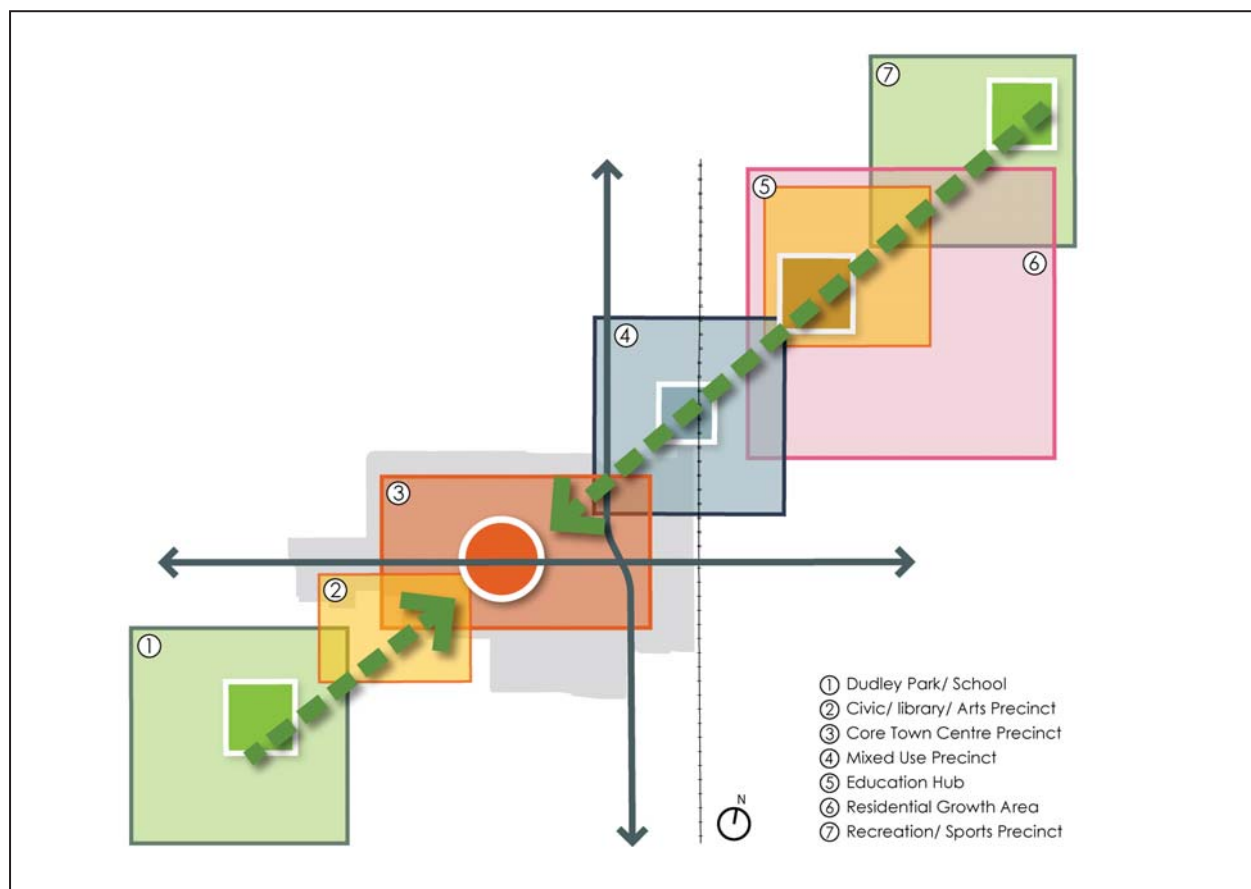


JOIN THE DOTS
Connectivity

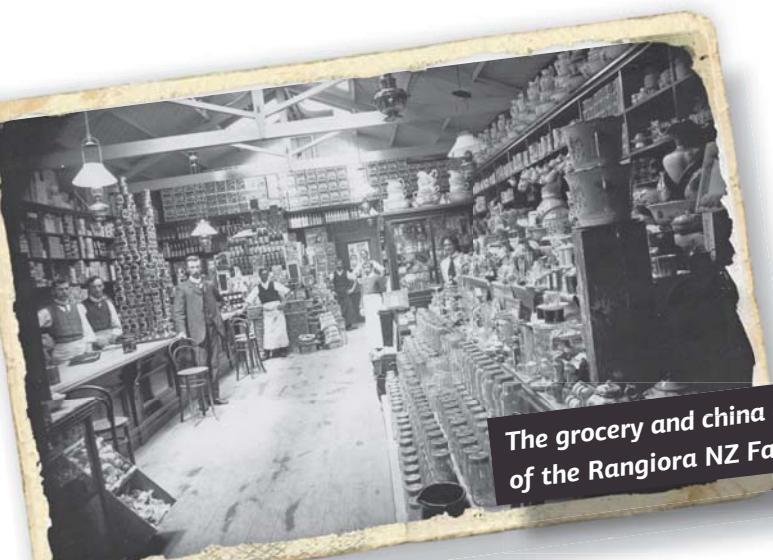


GREAT PEOPLE DESTINATION
Town Centre Identity

The Town Centre's Wider Geographic Context



The Centre's position within the wider town and geographic context give cues for shaping how it needs to develop into the future. There is a distinct opportunity to create a series of interconnected areas of intensity that make way for future commercial and residential growth. These then overlap with each other and interface with adjoining activities. This map shows the diagonal relationship of these spaces, from Dudley Park, one of Rangiora's key recreational reserves and the Rangiora Borough School in the southwest, to the major recreation and sports precinct including the new multi sports Waimakariri Stadium at Coldstream Road adjoining the new residential expansion area in the northeast.



The grocery and china departments of the Rangiora NZ Farmers Co-op Store.

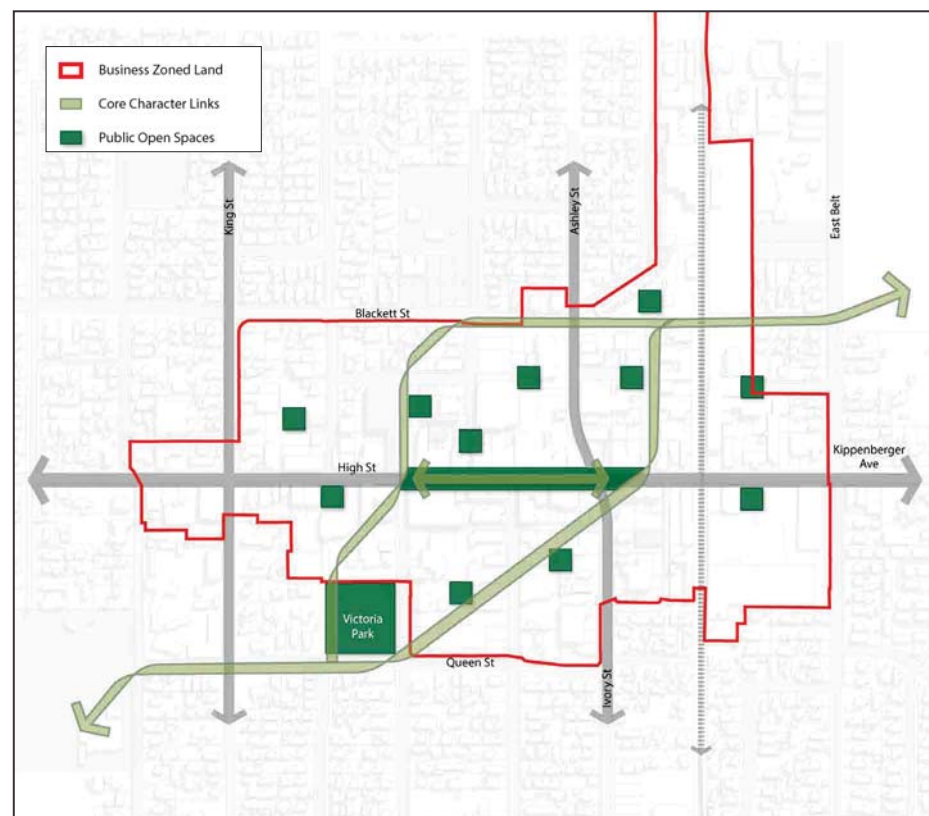
7 KEY CONCEPTS

The Rangiora Town Centre is not a blank canvas. A number of key concepts look within the Town Centre and build on the existing assets and character. Together, the strategic town centre concepts inform broad precinct opportunities, key spatial relationships and linkages, and centre growth directions.



Rural Character

Using the rural character of the wider District to create a distinctive and attractive Town Centre will ensure a point of difference and a high amenity experience. The concept will mean different things in different areas – from spaces to literal green corridors.





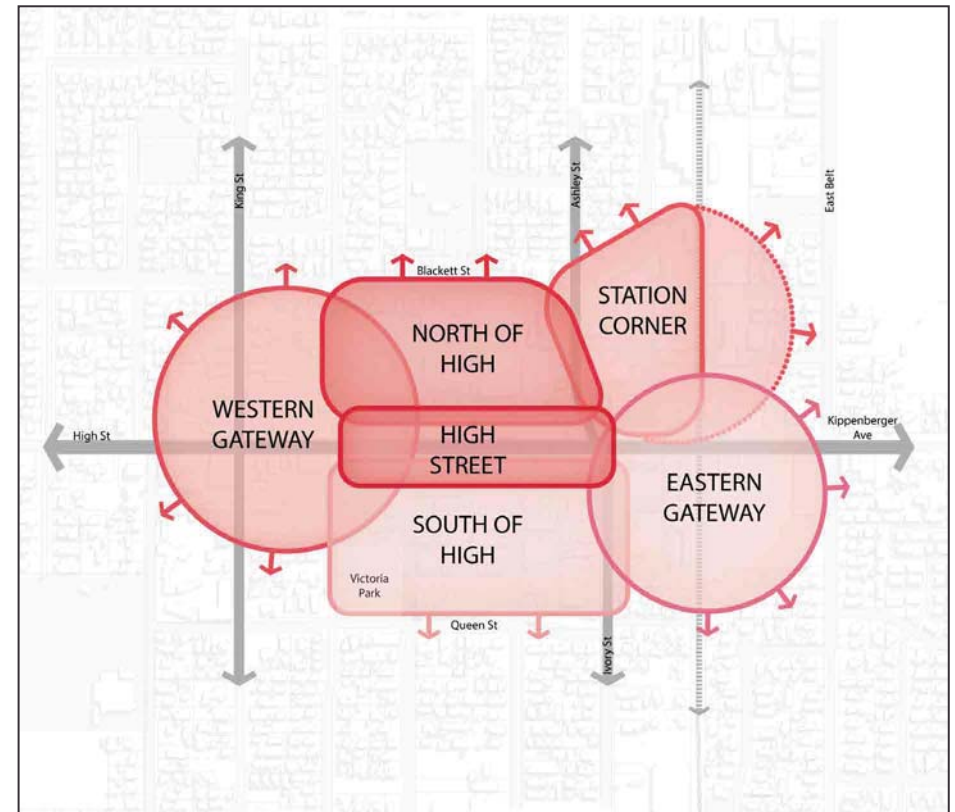
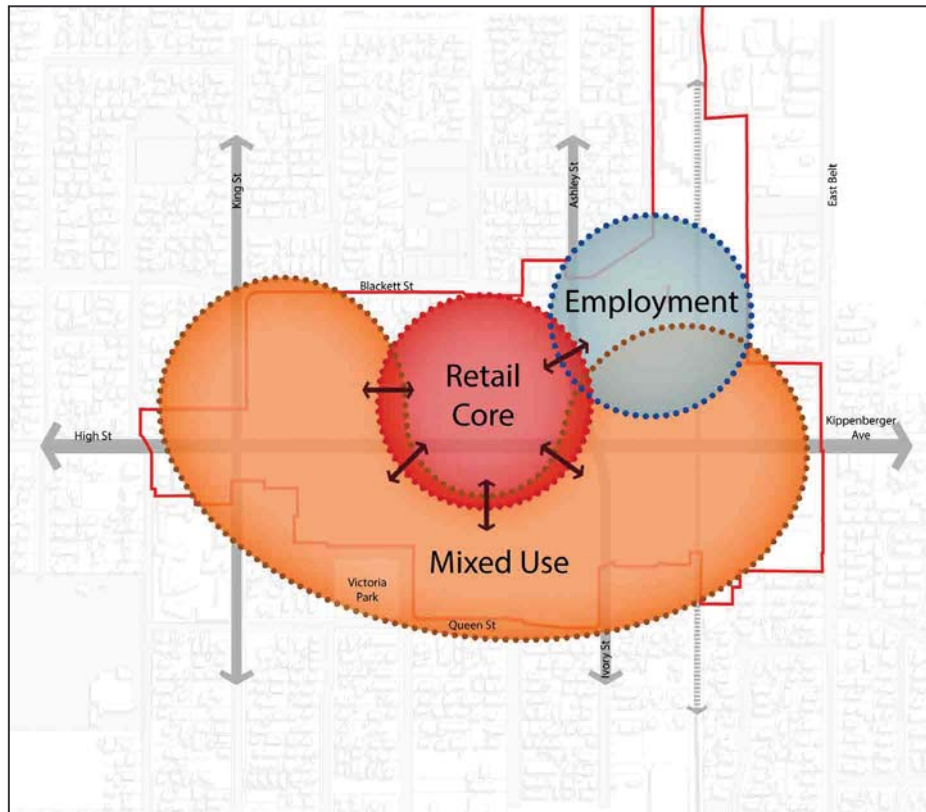
Diverse Town Centre

Promoting a more diverse Town Centre that provides for a range of future opportunities will aid in its overall success.



Distinctive Character Areas

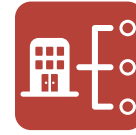
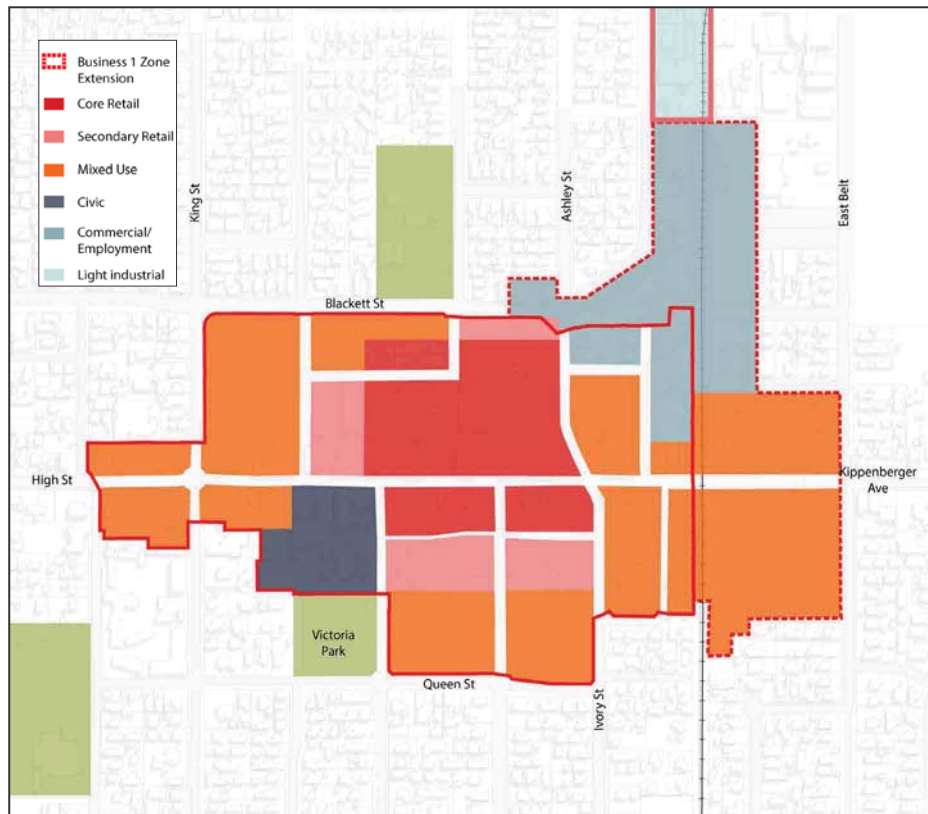
Creating distinctive character areas within the Town Centre will enable the celebration of the unique attributes of different areas. This concept will mean different things in different areas.





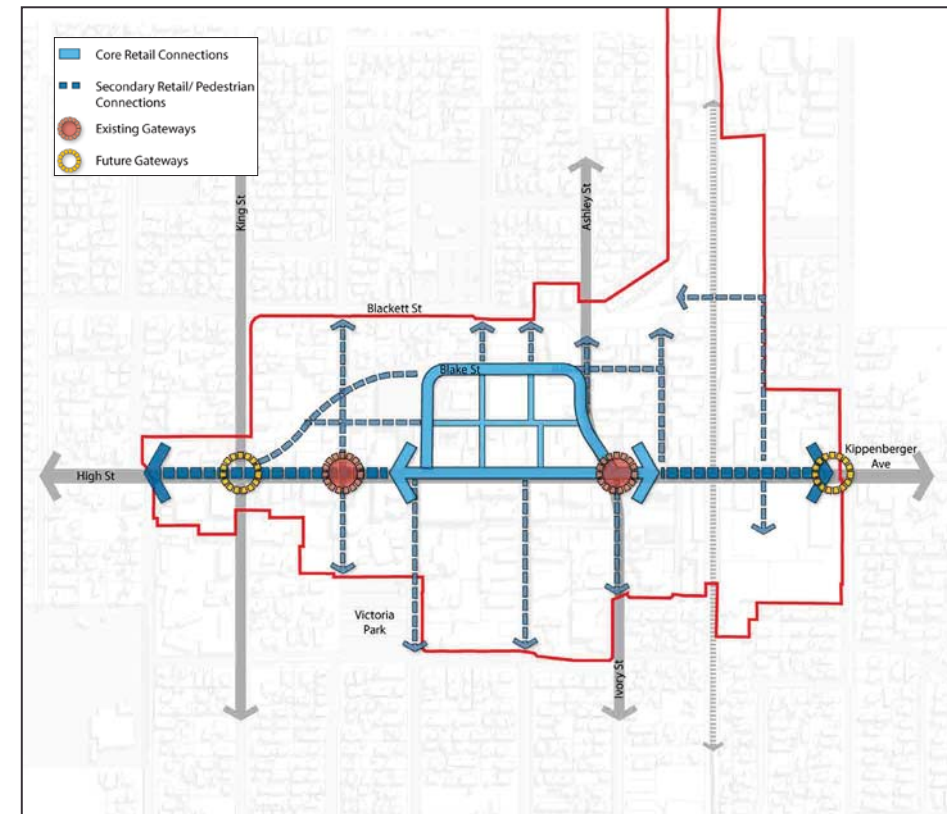
Coordinated Growth

There is a need to ensure the core retail area remains compact while allowing for growth. A well-defined Town Centre has flexibility to adapt to changing needs over time.



Connected Network of Experiences

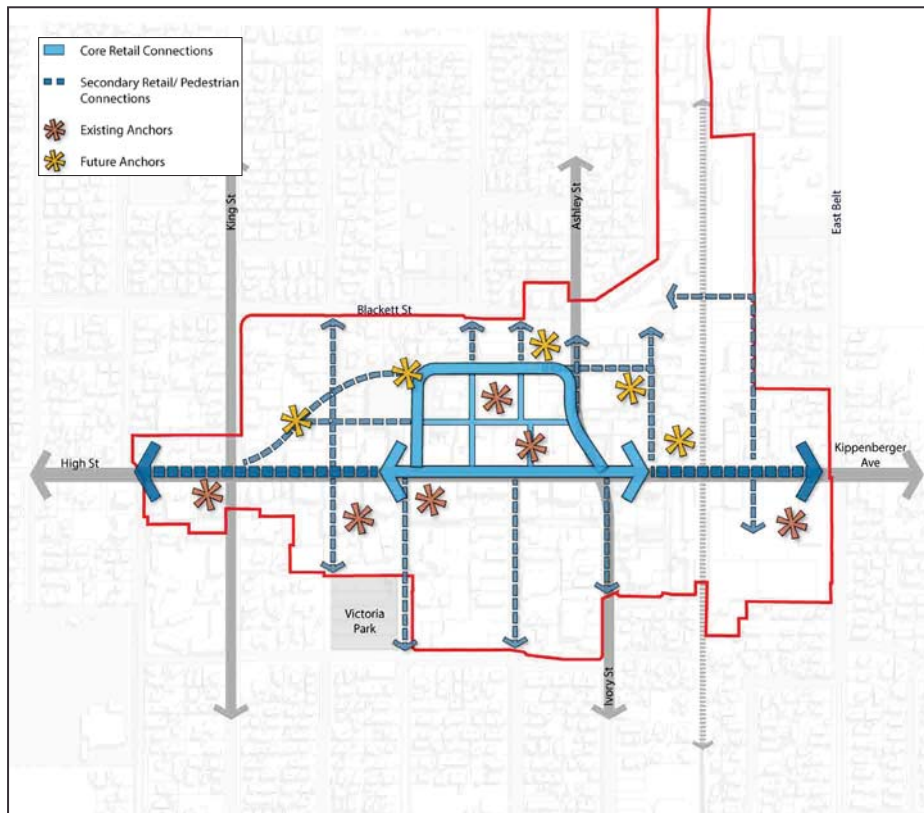
Creating a highly connected, compact and vibrant retail core with a higher intensity of use with scope to expand the network over time will ensure a vibrant heart for the Town Centre.





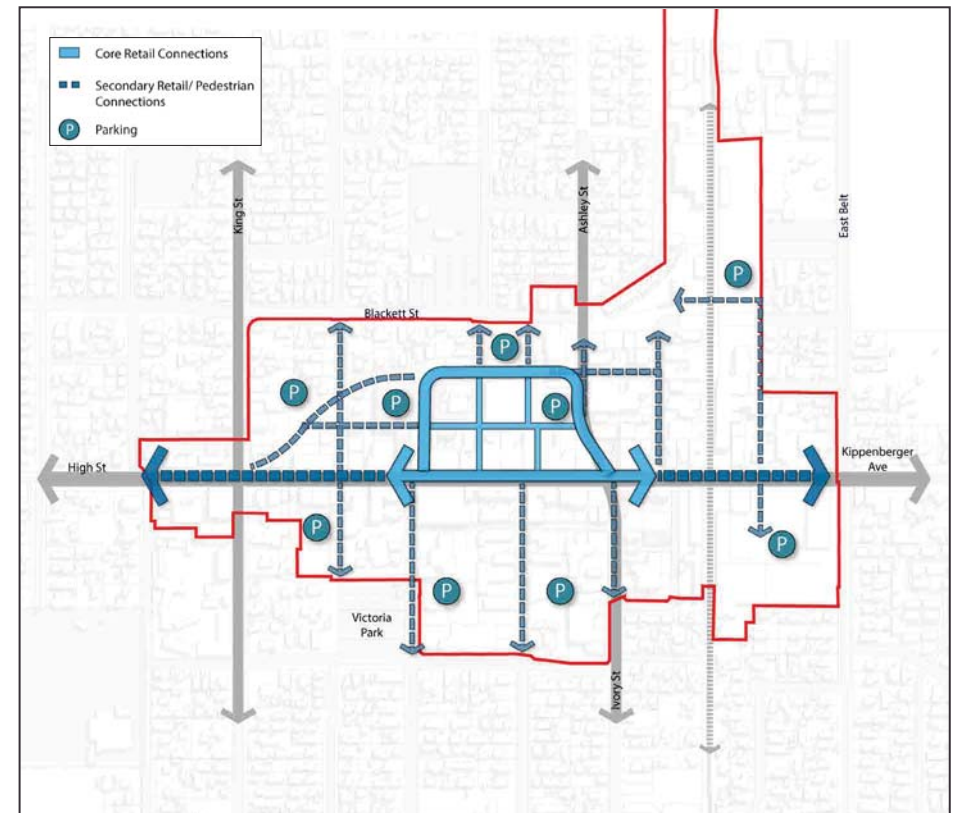
Existing and New Anchors

There is a need to build on the network of existing anchors that currently draws people into the Town Centre and introduce new anchors that create new places, activities and experiences. Existing anchors include the Town Hall, Civic Area, Farmers, High Street retail, Conway Lane, New World, the large format retail hub and others.

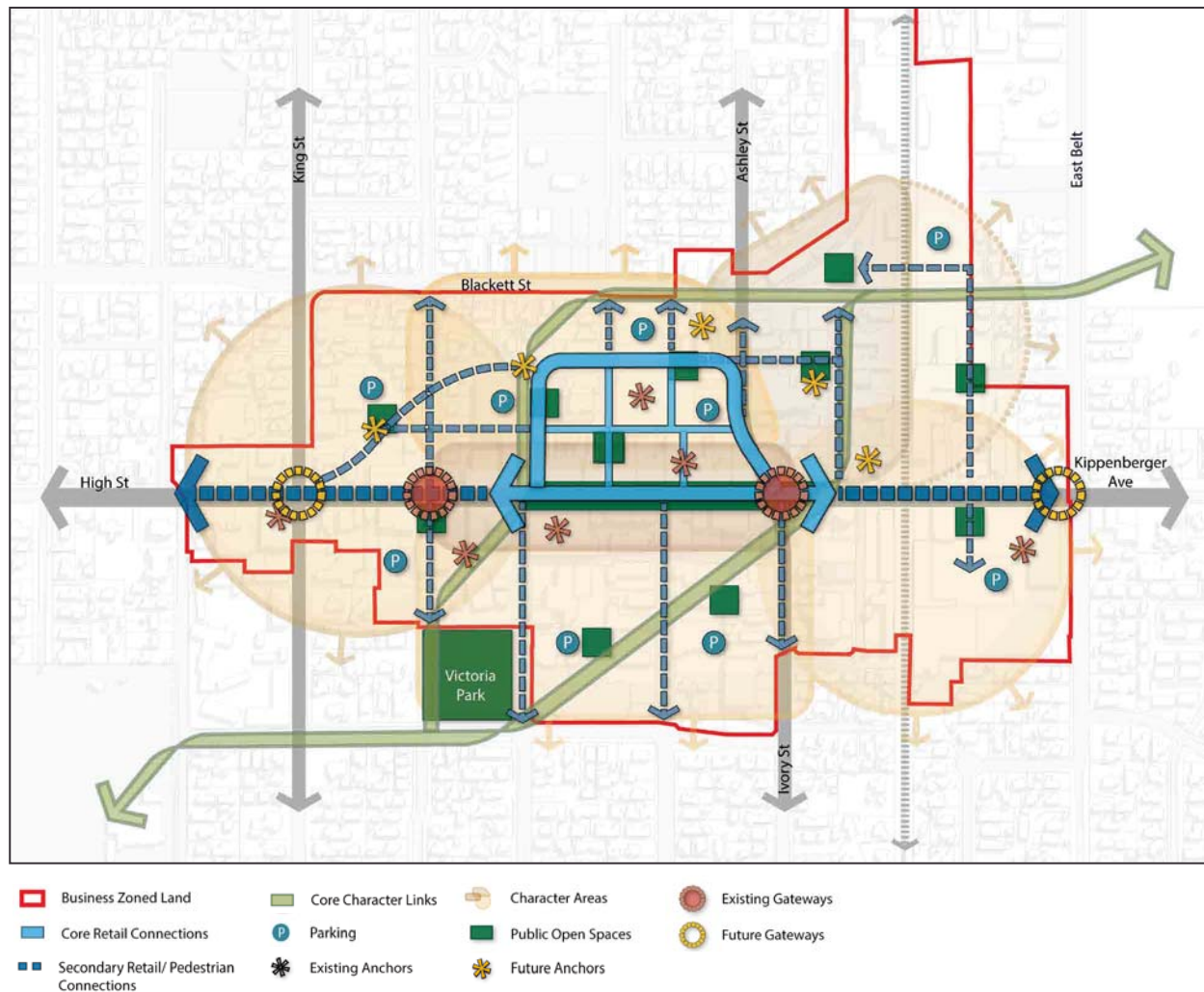


Car Parking Clusters

Car parking plays a key role in the retail success of the Town Centre. Parking should be located to support key anchors, character areas and wider retail and pedestrian circuits.



Pulling the Key Concepts Together - Overall Master Concept



Master Concept:

- A conceptual 'green ribbon network' (core character links) that enables new pedestrian gateways and connections, a change in the shape and focus of the Centre and an opportunity to draw the rural character of the wider District into the Centre.
- A focus on the core Town Centre including core retail connections to create an intensity of uses to support its growth.
- Ensure development occurs in the optimal location (particularly along core and secondary retail connections) and the longer term vision for a compact Town Centre.
- Strengthen the uniqueness of the Town Centre through development of different character areas.
- Provide order and structure to the Town Centre through legible gateways, connections between key anchors, parking clusters in key peripheral locations and flexibility for growth.
- Create attractive, safe and distinctive public open spaces and key people attractions.

Major Projects

Delivery of key projects will bring the vision and key concepts to life.

These projects are highly visible, tangible and respond to the key challenges and opportunities facing the Rangiora Town Centre. Together, they have the potential to truly transform the Town Centre into a coherent collection of spaces and activities fit to support our residents and business community for the future.

1. Reinforce the Role of High Street as the heart of the Town Centre. Enhance and maintain our main street through the attractive and appropriate use of gateways, streetscapes, buildings and connections that improve safety and accessibility. This includes opportunities to improve the Gables Arcade.

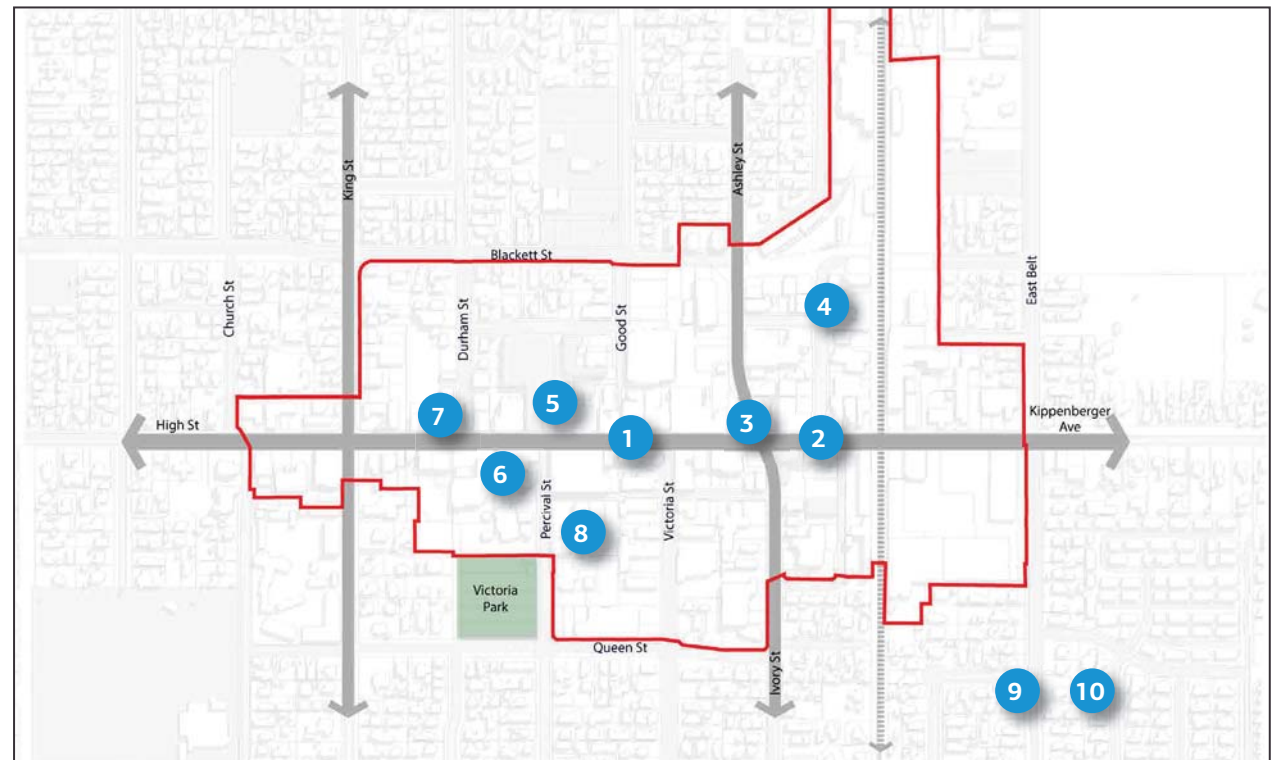
Aligns with key concepts: 

2. Connect the East to the Core by improving the pedestrian journey between the Cenotaph Corner intersection and the large format retail hub east of the railway. Ensure the character of the Centre continues in the east through an attractive streetscape and buildings that reflect High Street character. This area should support retail activity that is complementary to that of High Street and encourages shoppers to visit.

Aligns with key concept: 

3. Develop the BNZ Corner to define it as the key gateway to the main retail area. Ensure that it wraps the corner in a way that supports more intensive commercial activity to the north, creates a lively street environment through active uses at the ground level, and connects to a new retail/car parking development at Ashley Street.

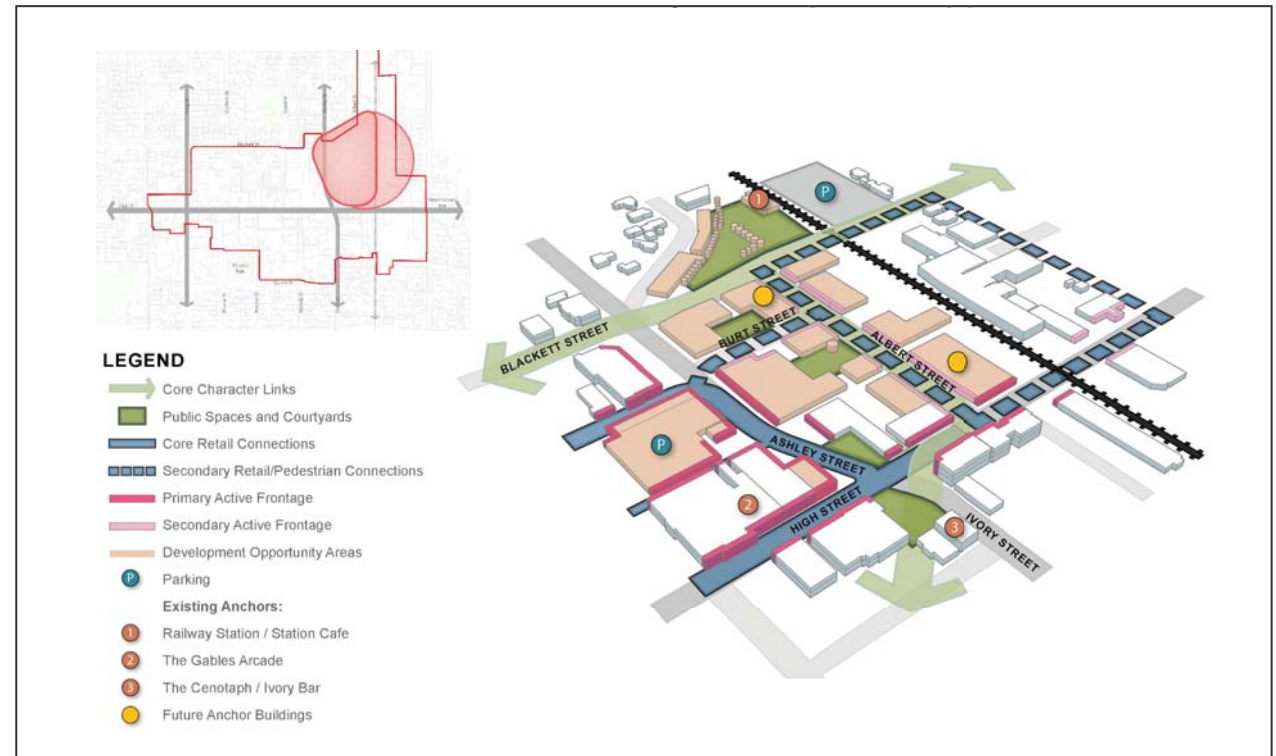
Aligns with key concepts: 



4. Transform Station Corner to create a unique Town Centre expansion area for a mix of commercial and employment uses (see page 10). There's potential to connect the Town Centre core to a future transport hub and to Rangiora's north-eastern residential growth area through great walking connections, attractive public spaces and a new railway crossing point.

Aligns with key concepts:      

Station Corner Character Area - Key Development Opportunities



5. Complete the North of High Development

in line with the Rangiora Central Outline Development Plan. This sees the extension of the laneways concept to create friendly and vibrant public places, supported by hospitality, new retail opportunities and public car parking. There are also opportunities for comprehensive redevelopment north of Blake Street.

Aligns with key concepts: 

6. Revamp the Civic Precinct which includes the Council Service Centre on High Street, Rangiora Library, green spaces and the public car park. This includes making the buildings fit for purpose by refurbishment and extension. There are also opportunities to enhance the public spaces in this precinct, such as the connectivity to Victoria Park and ensuring neighbouring activities, particularly at Percival Street and from the Council carpark create a lively, active edge with the park.

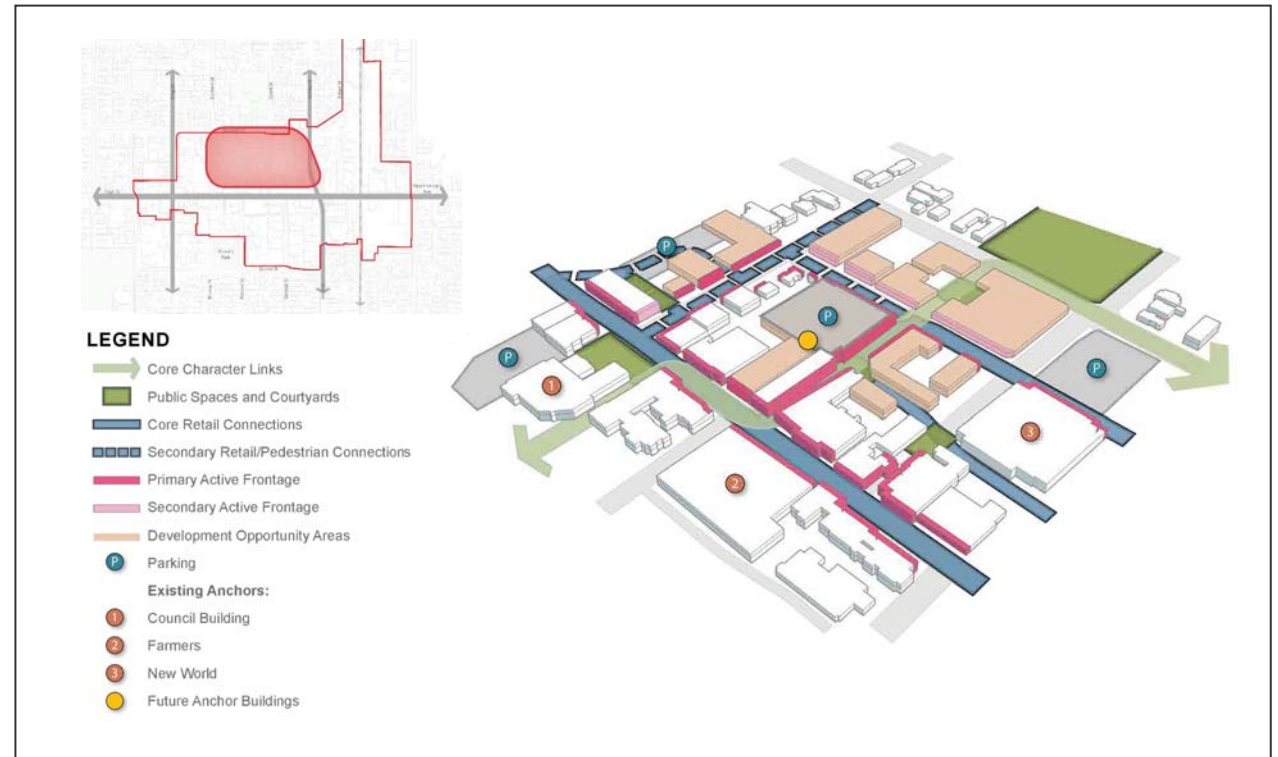
Aligns with key concepts: 

7. Support Durham Street Redevelopment

to achieve an appropriate and attractive development. Ideally this will strengthen the Centre's evening economy by creating a hospitality and entertainment area that complements the Town Hall.

Aligns with key concepts: 

North of High Character Area – Key Development Opportunities



8. Enable South of High Opportunities through advocacy and partnership with the private sector to ensure redevelopment reflects the vision of this Strategy. This area could consist of a mix of commercial and retail with quality buildings, public car parking, places to live and attractive pedestrian connections.

Aligns with key concepts:   

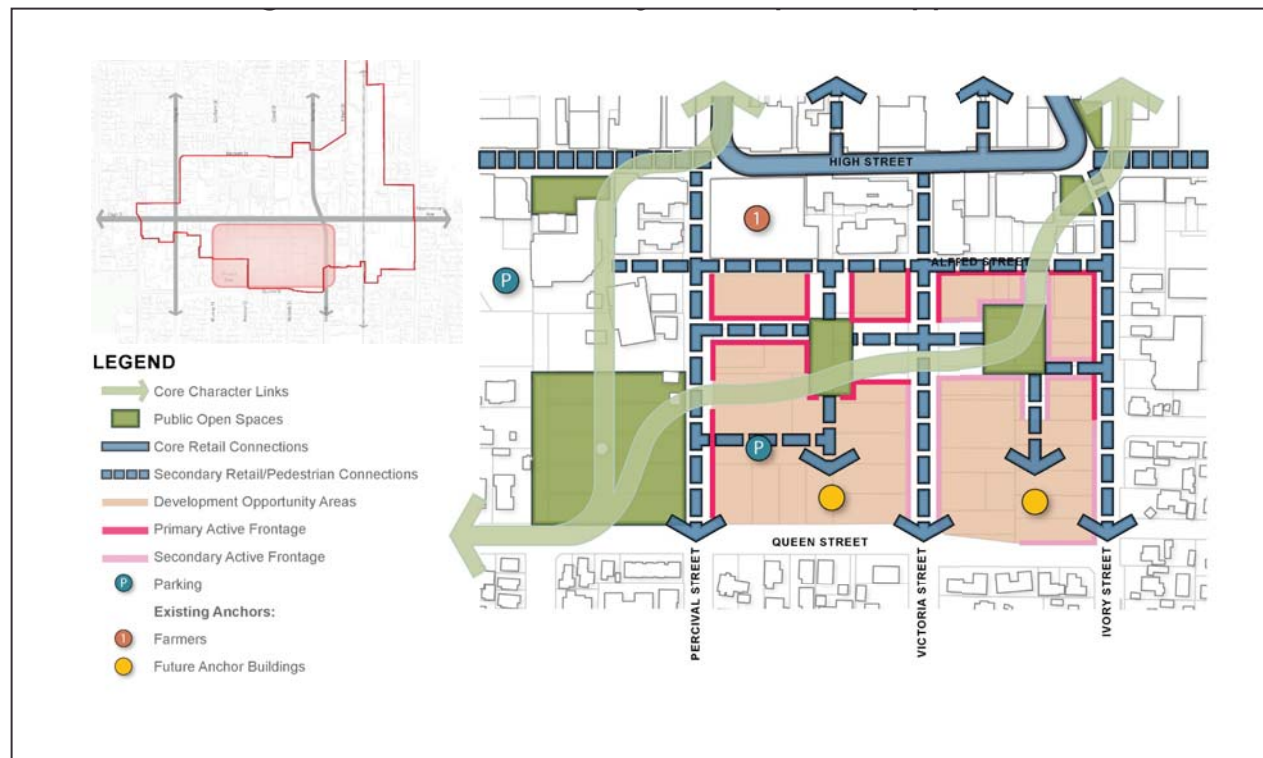
9. Provide Access to the Town Centre through consolidated public car parking in key locations, including a proposed parking building at Ashley Street. Facilitate and encourage the use of alternative and future modes of transport, and continue to seek improvements to the greater public transport network.

Aligns with key concepts:  

10. Encourage Living in the Centre by guiding and collaborating on mixed-use / residential developments, and providing regulatory incentives. Together, such efforts aim to meet requirements for diverse living choices, enhance vibrancy and further invigorate the Town Centre's daytime and evening economies.

Aligns with key concepts:  

South of High Character Area – Key Development Opportunities



The culmination of these projects will inspire investment and act as a catalyst for other projects that further support our vision. While many aspects associated with these projects can be driven by the Council, others will require collaboration between the public and private sector.

This Strategy, once realised, will contribute to a wider 'place-making' outcome for the Rangiora Town Centre. Place-making is multi-faceted and capitalises on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and wellbeing. A number of other Council initiatives, such as the Local Economic Development Strategy, District Visitor Strategy and other arts and culture related plans also contribute to place-making. Together, these position the Council more proactively for Town Centre activation by embracing arts, culture and events within the context of maintaining and enhancing Town Centre vitality.

Fulfilling this Strategy will also contribute to improving sustainability through enhanced Town Centre vitality, encouraging local shopping, further development of local businesses to support local employment, and more attractive community gathering spaces, which all serve to reduce the need for people to travel to other centres. Well-designed pedestrian and cycle connections will encourage active transport modes. Attracting and retaining job-rich businesses in the District will lessen the number of people travelling to other centres for work.

Realising this Strategy will need to take into account directions identified in the Age-Friendly Waimakariri Plan, particularly desired outcomes

for outdoor spaces and public buildings, transport and mobility. Similarly, this Strategy has some important links to other Council strategies, such as the Community Development Strategy, Corporate Sustainability Strategy, Waimakariri Accessibility Strategy, Walking and Cycling Strategy, and Youth Development Strategy.

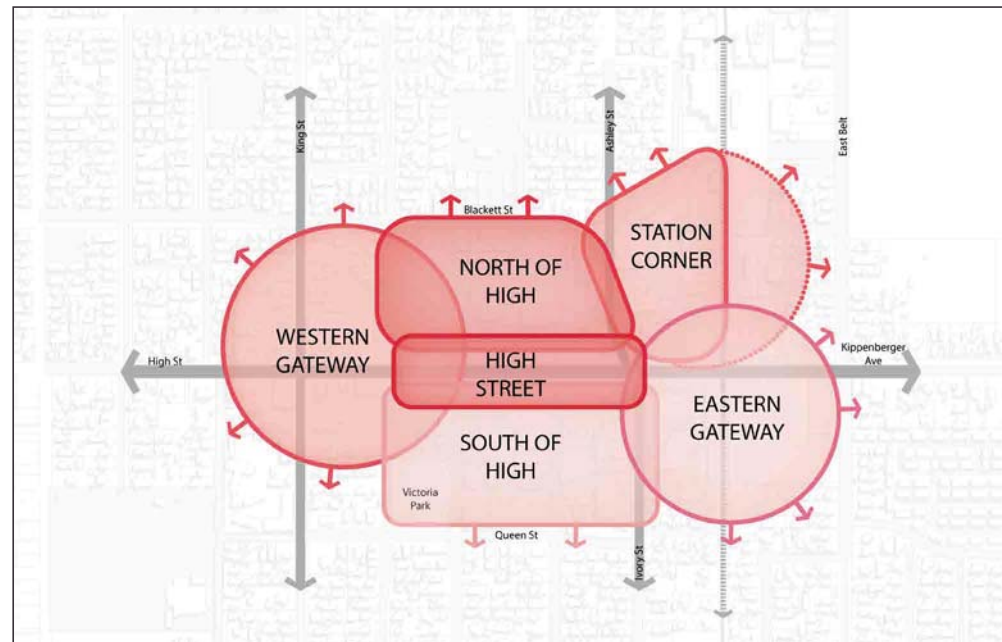
What might it look like?

A glimpse into what the future Town Centre may look like can be seen in the context of six distinct Character Areas introduced in the Key Concepts.

These areas aim to celebrate and enhance the unique character of the Rangiora Town Centre, and move beyond being a nine to five retail centre by introducing a range of employment, living and recreational options.

They enable each area to interface with each other and surrounding uses, and ultimately give cues for the style and activity of future developments.

Character Areas





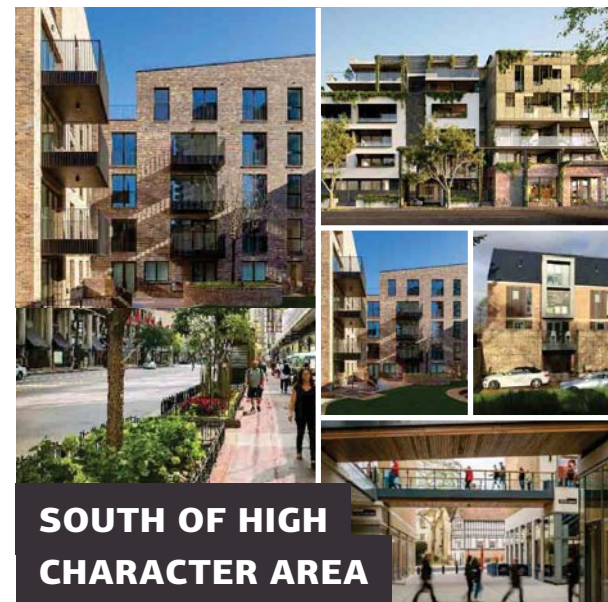
HIGH STREET CHARACTER AREA

- Principal retail street with primary active shop frontages.
- An environment that priorities pedestrians while allowing for other modes of transport.
- Emphasis on built heritage and local character.
- Test bed for small businesses and innovative, new activities.
- Future development to be focused on local strengths and supporting local businesses.



NORTH OF HIGH CHARACTER AREA

- Based around the concept of laneways.
- Mixed hospitality and retail with some residential to the north.
- Re-use and adaptation of existing buildings.
- Flexible event spaces to encourage and support surrounding activity.
- Primary and secondary active building frontages along key pedestrian routes.



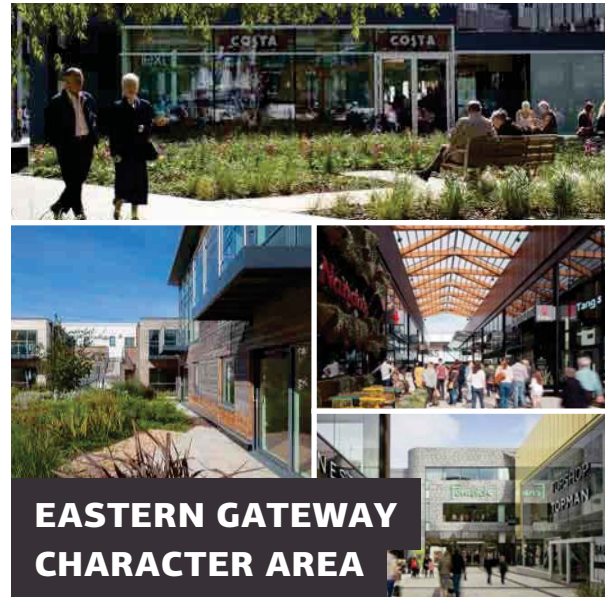
SOUTH OF HIGH CHARACTER AREA

- Mixed-use with residential, commercial, core retail and secondary retail activities.
- A mixture of courtyards, laneways and streets that supports a mixed use environment.
- Potential repurposing of existing buildings for a variety of retail uses.
- Combination of townhouses and apartments set around communal spaces that blend with surrounding residential areas.



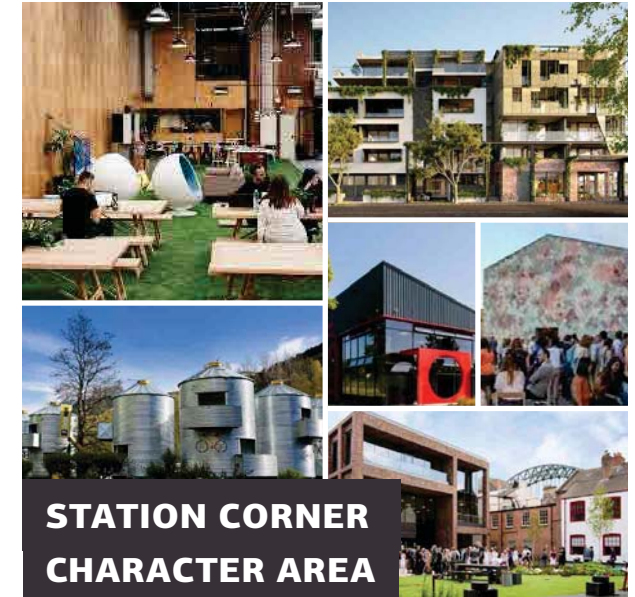
WESTERN GATEWAY CHARACTER AREA

- Mixed-use environment with a focus on the evening economy including arts, hospitality and entertainment.
- Activities that complement the Town Hall and cinema.
- Creation of public spaces as a focal point for hospitality and entertainment uses.
- Event programming in spaces to help build an entertainment focus.



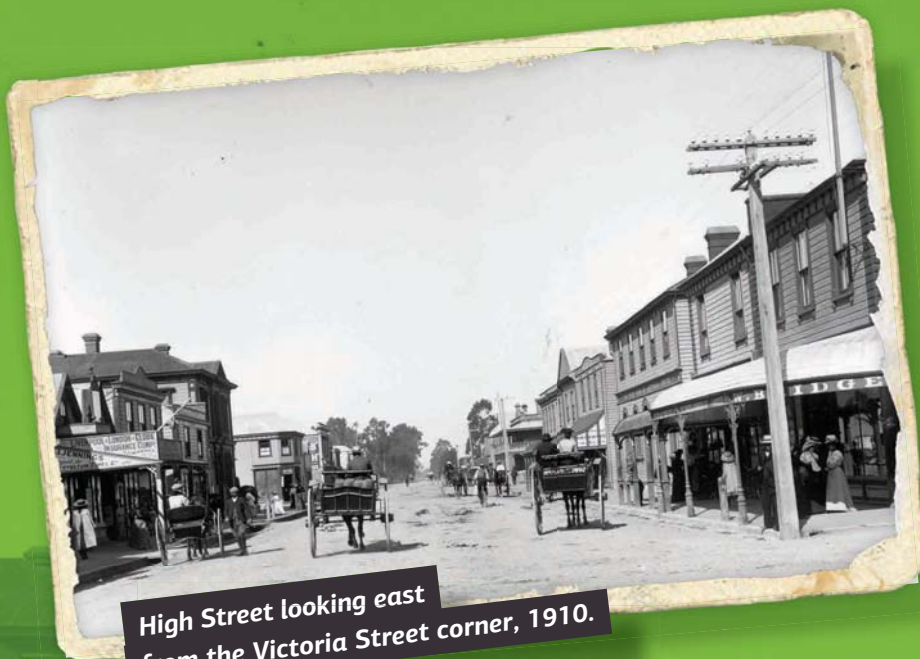
EASTERN GATEWAY CHARACTER AREA

- Mixed-use with a focus on medium and large format retail, with elements of residential and office activity.
- Visually integrated with High Street with a continuation of landscaped public space and pedestrian connections.
- Integrated car parking that doesn't dominate the street front.



STATION CORNER CHARACTER AREA

- Innovative reuse of existing buildings to create commercial spaces that reference past rural activity.
- Where zoning allows, include pockets of residential to help transition from the Town Centre environment into existing residential areas.
- Co-working spaces.
- Incorporate education providers to bring employment and education closer together.
- Include high quality open space for events and activities.
- Enable future development of a transport hub.



High Street looking east
from the Victoria Street corner, 1910.

PART THREE

the next steps



Implementation principles

A number of key principles underpin and provide context for this Strategy, shape decisions on investment, and guide Strategy implementation:

- **Adaptability and flexibility:** Putting into place a strategy and implementation framework for growth that is adaptable and flexible to change with the pace of development, ongoing external influences and other unexpected factors.
- **Integration:** Better integration of the Council's planning, service delivery and communities' social, economic and cultural needs in long-term town centre planning.
- **Leadership:** Providing good governance and decision-making, monitoring the outcomes, and managing implementation proactively.
- **Collaboration:** Proactively working in a collaborative and coordinated manner with key stakeholders such as the community, businesses, strategic partners, government, and other organisations as relevant.
- **Responsibility:** Ensuring the Rangiora Town Centre is the best that it can be in a fiscally and risk responsible manner.
- **Creativity and Innovation:** Continuing to seek opportunities to be creative and innovative while providing Council services and when working with property owners and the development community on development proposals.

Implementation framework

The Rangiora Town Centre Strategy effectively is a framework built on Town Centre concepts, and a collection of projects. It is not a detailed plan. It has been developed on the basis of various technical assessments, expert advice and feedback from stakeholders and the community. While it is designed to be flexible, it indicates the direction in which the community and Council wish to see the Town Centre develop over the coming years.

It is recognised that while some of the actions proposed can be undertaken relatively easily by the Council; other projects require the buy-in, partnership and full support of property owners and the development community, or require varying amounts of additional funding. The full cost of implementing the Rangiora Town Centre Strategy is not yet known. Any significant cost for capital works related to implementation will be sought through the Council's Long Term Plan(s) and/or Annual Plan(s), on which the community has a further opportunity to comment.

Ultimately, Council actions contribute towards achieving Community Outcomes, which are the aspirations for the District indicated by the Waimakariri community and articulated in the Council's Long Term Plan. This Strategy specifically contributes towards achieving a number of Community Outcomes that address public spaces and facilities, the character of our towns, and a sense of community.

In the late stages of developing the Rangiora Town Centre Strategy, the global Corona Virus Disease 2019 (COVID-19) health pandemic had significant effects on the national and local economy as a result of an enforced lockdown over March and April 2020. In response, the Council is developing a COVID Recovery Plan. The Rangiora Town Centre Strategy provides a long-term, strategic and fundamentally sound platform to help shape town centre development over the next 10 to 30 years, which can assist in informing local recovery in the short to medium term. The COVID Recovery Plan provides the flexibility and agility to respond to changing needs and potentially accelerate projects across various Council planning frameworks if assessed as instrumental in aiding local economic recovery. Individual Town Centre Strategy projects can stimulate investment and facilitate a positive local economic response.



Achieving the Rangiora Town Centre Strategy through the actions set out in the high level implementation schedule requires a 'programme' approach. A range of initiatives across transport, planning, urban design and more are needed to achieve the vision and complete the projects set out in this Strategy. Some actions can, or should only, be considered after others are progressed and some initiatives need to be closely interrelated to be successful. The indicative timing of key actions against each of the ten major projects are depicted as short (years one to three), medium (years four and five) and long term (years six to 10).



Monitoring and review


It is important that we are accountable and committed to the vision, objectives and desired outcomes envisaged by the major projects in this document. While this Strategy has a 10 year life from adoption, it is a 'living document' that is subject to ongoing review and adjustment by Council to reflect the pace of development in the Rangiora Town Centre.

The key actions outlined in the high level implementation schedule form the basis of a work programme and progress against these will be reported annually. This report will be informed by development progress and any other relevant information, as well as the existing monitoring the Council already undertakes.





A desktop review of the Strategy will be undertaken at the time the first annual monitoring report is completed, in order to reconcile it with the directions and commitments of the Council's COVID Recovery Plan.

The Rangiora-Ashley Community Board as well as the Council's District Planning and Regulation Committee together with Te Ngāi Tūāhuriri Rūnanga as partners, will have a role in informing and overseeing the implementation of this Strategy.


HIGH LEVEL IMPLEMENTATION SCHEDULE

Major project	Topic	Key action and scope	Timing		
			Short (1-3 yrs)	Medium (4-10 years)	Long (10+ years)
1. Reinforce the role of High Street 	Gateways	Develop a concept plan for east and west Town Centre gateways to create a sense of arrival, followed by physical implementation works	✓	✓	
	Streetscape	Continue to maintain and facilitate the enhancement of High Street “core” streetscape, including landscaping treatments and street furniture, (e.g. seating, lighting, cycle stands, build outs, verandah quality)	✓	✓	✓
	Connections to High Street	Develop concept plans for the enhancement of existing pedestrian laneways connecting to High Street and work with private property owners to facilitate the introduction of new pedestrian accessways connecting to High Street where appropriate	✓	✓	✓
	The Gables Arcade	Work with the property owner to investigate opportunities to enhance and integrate the property with potential neighbouring redevelopments including proposed Ashley Street retail/car parking building	✓	✓	
	Safety and access	Continue to review and monitor implementation of Council’s regulatory bylaws that seek to make High Street safe and accessible through regulated placement of signs and spill-out activity, and continue to work with the community to ensure their safety requirements are identified and met	✓	✓	✓
		Formalise the current slow vehicle speed environment in the town centre ‘core’ through a speed limit review	✓		
	Character of buildings	Further strengthen the protection of the scale and character of High Street buildings by retaining lower height restrictions through Proposed District Plan provisions, in accordance with a town centre height map	✓		
		Continue to provide a regulatory response to protect the character of High Street buildings through appropriate design requirements articulated in District Plan provisions	✓	✓	✓


HIGH LEVEL IMPLEMENTATION SCHEDULE

Major project	Topic	Key action and scope	Timing		
			Short (1-3 yrs)	Medium (4-10 years)	Long (10+ years)
2. Connect the east to the core 	Intersection improvements	Investigate the feasibility of physical works to improve the pedestrian journey across the Cenotaph Corner intersection through improvements such as enhanced kerb cutdowns/extensions on all pedestrian crossings; fully protected pedestrian phases or late start vehicle phases with adequate crossing times; widened pedestrian crossings and platforms for more capacity; shorter cycle times during peak pedestrian movement periods to reduce pedestrian wait time; and look at opportunities to improve the High Street and Albert / Cone Street intersections	✓		
	Streetscape	Design and extend the streetscape treatment of the High Street “core” to High Street east between Cenotaph Corner to the Large Format Retail hub east of the railway, through potential introduction of corner build outs, street furniture, landscaping, and feature lighting and decorations, where appropriate		✓	
	Railway crossing	Work with KiwiRail to improve the walkability, safety and amenity value of the pedestrian crossing over the railway at High Street		✓	
	Eastern activity improvements	Work with private property owners east of Cenotaph Corner to encourage the appropriate design of and activity within buildings on High Street to support the extension of the retail journey. This includes continuing to provide a regulatory response to protect and enhance the character of buildings through appropriate design requirements articulated in District Plan provisions.		✓	✓
	Town centre extension	Extend, through the District Plan Review process, the Business 1 Zone (“Town Centre Zone”) east of the railway line to East Belt	✓		
3. Develop the BNZ corner   	Site development	Work with private sector to achieve an appropriate statement development that integrates with key adjoining development projects, makes the most of this pivotal site, and meets appropriate design requirements articulated in the District Plan	✓	✓	




HIGH LEVEL IMPLEMENTATION SCHEDULE

Major project	Topic	Key action and scope	Timing		
			Short (1-3 yrs)	Medium (4-10 years)	Long (10+ years)
4. Transform Station Corner 	Extension of town centre activity northeastwards	Work to form agreements with key existing land owners as redevelopment opportunities arise to achieve appropriate built objectives in line with the Station Corner character area and key bulk, locations and frontages shown in the overarching Town Centre concept (page 24). This includes active reuse of key features within the block, facilitation of mixed-use activity outcomes, and provision of open spaces supported by through-block permeability	✓		
	Pedestrian journey	Prepare and implement a concept plan for streetscape treatment that will create a strong pedestrian link between the Town Centre “core” and the northeast growth area and future car parking provision east of the railway line. This includes investigating the feasibility and preparing a design of a “shared space” concept at Burt Street, in line with the previous action.	✓	✓	
	Railway crossing	Work with KiwiRail to investigate the opportunity to introduce a safe vehicle crossing over the railway line connecting Blackett and Keir Streets. If realised, prepare a concept plan to signalise Ashley/Blackett Street intersection including realignment of Edward Street to create an appropriate vehicle corridor. In lieu of achieving a vehicle crossing, work with KiwiRail to design and implement a safe and appropriate pedestrian crossing over the railway at Blackett/Keir Street.	✓	✓	
	Ashley Street mid-block crossing	If a vehicle crossing point at Blackett/Keir Street is not feasible, develop and implement a pedestrian crossing point mid-block at Ashley Street, to extend the pedestrian journey from the Burt Street shared space.		✓	
	Town Centre extension	Extend, through the District Plan Review process, the Business 1 Zone (“Town Centre Zone”) north of Blackett Street	✓		



HIGH LEVEL IMPLEMENTATION SCHEDULE

Major project	Topic	Key action and scope	Timing		
			Short (1-3 yrs)	Medium (4-10 years)	Long (10+ years)
5. Complete the North of High development 	Retail / car parking building	Complete detailed design and work with developer to progress construction of the retail/car parking building at North of High Street in line with the Rangiora Central Outline Development Plan contained in the Waimakariri District Plan	✓	✓	
	New Street	Prepare detailed design and construct a link street in line with the Rangiora Central Outline Development Plan connecting Blake and Good Street through the block and incorporating the existing Service Lane	✓	✓	
	Northeast sub area	Work with property owners and the development community to prepare a detailed design for the northeast sub area, in line with the Rangiora Central Outline Development Plan and commence construction		✓	✓
	Southeast sub area	Facilitate discussions with relevant property owners and the development community to provide a strip of buildings that will integrate with the northeast quadrant and activate New Street, in line with the Rangiora Central Outline Development Plan		✓	✓
	Character of development	Ensure any detailed design meets appropriate design requirements articulated in District Plan provisions and aligns with height restrictions shown in a town centre height map proposed in the Proposed District Plan	✓	✓	✓
	North of Blake redevelopment opportunities	Work collaboratively with individual landowners between Blake and Blackett Streets and the development community where relevant to deliver on comprehensive redevelopment opportunities as they arise	✓	✓	✓

HIGH LEVEL IMPLEMENTATION SCHEDULE

Major project	Topic	Key action and scope	Timing		
			Short (1-3 yrs)	Medium (4-10 years)	Long (10+ years)
6. Revamp the civic precinct 	Upgrade Council building	Undertake upgrade of the existing Council building at 215 High Street	✓	✓	
	Extension of library / Council buildings	Prepare concepts, undertake detailed design and commence construction of Council building and library extensions		✓	✓
	Public spaces improvement	Consider, design and implement built and pedestrian improvements to public spaces, including opportunities to strengthen the physical relationship between the library and Victoria Park, and form attractive pedestrian linkages between High Street, the Council building, library and Victoria Park.		✓	✓
7. Support the Durham Street redevelopment 	Site redevelopment	Work collaboratively with landowner to realise an appropriate development that aligns with the intent of the Western Gateway character area incorporating an evening economy focus, whilst achieving commercial viability and addressing building design, scale and activation requirements articulated by the District Plan	✓	✓	
8. Enable South of High opportunities 	Design brief	In consultation with landowners, develop a design brief for this area, addressing key features such as activities, bulk and location, car parking, and pedestrian linkages, that reflect the intent of the South of High character area and meet design requirements for sites articulated in the District Plan	✓		
	Redevelopment opportunities	Work collaboratively with individual landowners and the development community where relevant to deliver on the design brief as redevelopment opportunities arise	✓	✓	✓

HIGH LEVEL IMPLEMENTATION SCHEDULE

Major project	Topic	Key action and scope	Timing		
			Short (1-3 yrs)	Medium (4-10 years)	Long (10+ years)
9. Provide access 	Alternative modes	Work with providers and partners to facilitate the use of alternative transport modes, including future transport technologies, through provision of an appropriate built environment and regulatory framework	✓	✓	✓
	Public transport	Work with Environment Canterbury (and other potential providers) to provide greater public transport access to and within the Town Centre and continually monitor and seek improvements to the existing and future network	✓	✓	✓
	Parking management	Continually monitor parking supply and demand and review if necessary parking management strategy including parking restrictions and technologies (eg digital availability and location signage) to ensure parking asset is optimised	✓	✓	✓
	Parking provision	Identify and secure appropriate sites for the provision of public car parking as indicated in the 'Car Parking Clusters' Town Centre Concept to deliver Project 9 (and/or suitable alternative locations) and prepare an appropriate staging plan for site procurement and construction	✓	✓	✓
10. Encourage living in the centre 	Regulatory incentives	Propose, through the Proposed District Plan, regulatory incentives, e.g. higher height allowance, for incorporating residential living in town centre developments within appropriate areas shown in a town centre height map	✓		
	Style guide	Develop a style guide to inform the desired design of residential development within the Town Centre, reflecting Universal Design Principles where possible and appropriate	✓		
	Collaboration	Work with the development community to encourage incorporation of a residential component in key town centre developments in the most appropriate character area locations such as to the north of North of High, South of High, and at the transition edges to residential activity at Eastern Gateway and Station Corner	✓	✓	✓
	School zoning	Keep the Ministry of Education informed on any significant changes to residential activity in the town centre, so the Ministry can appropriately identify potential impacts this may have on school zoning	✓	✓	✓

APPENDICES

further information



Children enjoying a snowball fight
on High Street in 1945.

Links to further information

Background reports

This Strategy has been informed by a number of background and technical reports, feedback from our residents, and community surveys. These are available on the Rangiora Town Centre project webpage.

waimakariri.govt.nz/rangiora

Waimakariri District Development Strategy

The Waimakariri District Development Strategy was adopted in 2018 and guides the District's anticipated residential and business growth over the next 30 years.

waimakariri.govt.nz/districtdevelopment

Waimakariri District Council Long Term Plan 2018-48 and Annual Plan 2018/19

The Long Term Plan was adopted in June 2019; it describes desired Community Outcomes for the District and establishes a long-term focus for the decisions and activities of the Council. The Annual Plan contains proposed changes to the work programme and budgets, and key considerations for the Council to address during 2018/19. The 2019/2020 Annual Plan is expected to be available for public consultation in March 2020.

waimakariri.govt.nz/your-council/council-documents

Waimakariri District Plan

The Waimakariri District Plan manages land use and subdivision activities within the District.

waimakariri.govt.nz/property-and-building/planning/district-plan

Our Space 2018-48, Greater Christchurch Settlement Pattern Update

The Greater Christchurch Settlement Pattern Update, Our Space, outlines land use and development proposals to ensure there is sufficient development capacity for housing and business growth across Greater Christchurch to 2048.

greaterchristchurch.org.nz/ourspace

Canterbury Regional Policy Statement 2013

The Canterbury Regional Policy Statement 2013 provides an overview of the resource management issues in the Canterbury region, and the objectives, policies and methods to achieve integrated management of natural and physical resources. The methods include directions for provisions in district and regional plans.

ecan.govt.nz/your-region/plans-strategies-and-bylaws/Canterbury-regional-policy-statement

Age Friendly Waimakariri Plan

A Plan that sets out how we can become a more Age-friendly place both to live and to age successfully.

waimakariri.govt.nz/__data/assets/pdf_file/0026/74483/Age-friendly-Waimakariri-Plan-and-Process-Booklet-2019-21-Print-Files-saved-as-rendition.PDF

Other relevant Council strategies

The Rangiora Town Centre Strategy has a link to other relevant Council strategies, including the Community Development Strategy, Corporate Sustainability Strategy, Waimakariri Accessibility Strategy, Walking and Cycling Strategy and Youth Development Strategy.

waimakariri.govt.nz/your-council/council-documents/council-strategies-and-plans



“THE ENVIRONMENT IS REALLY IMPORTANT TO YOUNG PEOPLE, I’D LIKE TO SEE LESS CONCRETE AND MORE TREES AND GREENERY IN THE TOWN CENTRE.”

Jaden Williams Holland
Waimakariri District Youth Council



“VISITORS TELL ME HOW MUCH THEY LOVE SHOPPING IN RANGIORA, BUT THEY HAVE TROUBLE FINDING PARKING. I’D LIKE TO SEE MORE MADE AVAILABLE. ”

Fi Sidey
Fi's Flowers & Art

Glossary of Terms

Active frontage: Street frontages where there is an active visual engagement between those in the street and those on the ground and upper floors of buildings.

(Street) Activation: When developments contribute to creating lively street environments through active uses (shops, cafes, businesses or community facilities) at the ground level.

Amenity: The qualities of a place that make it pleasant and attractive for individuals and communities to occupy.

Anchor tenant: Often referred to as a magnet store, anchor store, draw tenant, key tenant, prime tenant, or a traffic generator. For this Strategy, we’ve expanded the definition of what an anchor is in the context of Rangiora to include local services, employment, medium/larger format retail and hospitality/entertainment.

Character: A term used to describe the appearance, qualities and combination of attributes of an area, place, street or building that helps to give that place a distinct identity.

Core retail: Defined area where retail activity is concentrated, generating highest footfall and productivity.

‘Core’ Town Centre: In the context of Rangiora Town Centre, this is considered the ‘heart’ of the Centre where most of highest foot traffic generated retail/hospitality activity takes place, and loosely encompasses High Street between Durham Street and Cenotaph Corner, and around the corner of immediately adjacent streets, including Conway Lane.

Key Activity Centre (KAC): Key existing and proposed commercial centres identified as focal points for employment, community activities and the transport network, and which are suitable for more intensive mixed-use development, as identified in the Canterbury Regional Policy Statement, Chapter 6, on Map A.

Mixed-use: Mixed use developments combine two or more uses within a building, site or block. They can be organised vertically, horizontally, or a combination of the two. Shops or other commercial premises at ground floor with apartments or offices above are a common example of a mixed use development.

Place-making: Place-making is multi-faceted and further capitalises on a local community’s assets, inspiration, and potential, with the intention of creating public spaces that promote people’s health, happiness, and wellbeing.

Public realm: Comprises the streets, squares, parks, green spaces and other outdoor places that are publically and freely available and accessible. Public realm should be seen in the context of its adjacent buildings that enclose and define the space, their uses and its location in a wider network of public and private space.

Retail leakage: Occurs when local people spend a larger amount of money on goods than local businesses report in sales, usually due to people traveling to a neighbouring centres to buy goods.

Secondary retail: Typically lower productivity, lower footfall generators.

Sense of place: A person or community’s appreciation of the special and unique qualities of their neighbourhood, city or environment that is different from other places.

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WAIMAKARIRI
DISTRICT COUNCIL