

# Transforming Taitoko/Levin

Levin Town Centre Strategy





*(Contents page to be finalised)*

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## Executive Summary

Levin and the Horowhenua are in an exciting period of unprecedented growth. With roading improvements to the south improving accessibility to Wellington, more and more people are recognising that the Horowhenua is a great place to live, work, play and do business. The tap has been turned on and we are seeing development of a scale that we have not seen in a generation.

The Horowhenua District Council recognises the opportunities new businesses, industries, and employment will bring to our community and we are 'shovel-ready' to make the most of them.

This Town Centre Strategy sets out the community's vision for the future of our town and along with some initial Council-led projects on Oxford Street and involving the Levin Memorial Hall to catalyse further development in our town centre. The Town Centre Strategy contains guiding principles that will be used to inform the detail of future development as the town centre evolves. Whether you are a Horowhenua resident, considering moving here, or have a business in mind that will contribute to the transformation of our town centre, read on to learn more about the great things planned for the Levin town centre.

November 2018

Transforming Taitoko/Levin Town Centre Strategy will provide certainty about the outcomes we as a community are seeking to achieve for the Horowhenua District's main centre. The strategy presents a vision for the town centre and concepts for how it can transform to be a more vibrant, resilient and sustainable place. To implement the Strategy successfully, we will require new development alongside renewal and upgrading of existing town centre assets. The strategy identifies opportunities for this investment.

## Introduction

Levin and Horowhenua have arrived at an important crossroads. Investment in roading to the south of Levin, combined with wider political and economic forces shaping the whole of New Zealand, is bringing unprecedented growth to Horowhenua. If we plan for this growth properly it has the potential to redefine the future of the District.

### *Growth Projections and Opportunities for the Town Centre.*

The population of Horowhenua is expected to grow by 1.2% per year over the next decade. This is based on a 50th percentile, or 'middle of the road' growth rate. However, growth could also be much higher. For example, the population grew by 1.6% in 2016 and 1.8% in 2017 and 1.8% in 2018. Levin is likely to accommodate the majority of this growth.

The table below shows population forecasts for the next 20 years, based on the 50th percentile growth rate.

Last Year	This Year	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9
16/17	17/18	18/19	19/20	20/21	21/22	22/23	23/24	24/25	25/26	26/27
32,348	32,758	33,158	33,596	34,017	34,388	34,787	35,215	35,586	35,944	36,421
Yr 10	Yr 11	Yr 12	Yr 13	Yr 14	Yr 15	Yr 16	Yr 17	Yr 18	Yr 19	Yr 20
27/28	28/29	29/30	30/31	31/32	32/33	33/34	34/35	35/36	36/37	37/38
36,866	37,281	37,738	38,171	38,650	39,106	39,500	39,862	40,259	40,684	41,128

This table shows considerable and sustained growth over the next 20 years. However, not all of these people will be employed in the Horowhenua District. Many will commute to nearby places in the Wellington and Manawatu-Whanganui areas.



Horowhenua’s economy is expected to grow by 2.1% per year on average over the next decade (excluding inflation). This is due to a growing labour force, increased employment, and improved productivity (based on GDP per working age person).

As our District’s population will be spread across a range of age groups, it is important that our town centre has something to offer all age groups, including youth, young families, adults with no children, and older people.

While a large portion of expected growth will be made up of people over 65, the fastest growing age group is in the 40-64 age bracket.

	Last Year	This Year	Yr 1	Yr 2	Yr 3	Yr 4	Yr 5	Yr 6	Yr 7	Yr 8	Yr 9
<b>Age</b>	<b>16/17</b>	<b>17/18</b>	<b>18/19</b>	<b>19/20</b>	<b>20/21</b>	<b>21/22</b>	<b>22/23</b>	<b>23/24</b>	<b>24/25</b>	<b>25/26</b>	<b>26/27</b>
<b>0-14 Years</b>	5,910	5,866	5,836	5,820	5,817	5,823	5,840	5,870	5,904	5,948	6,023
<b>15-39 Years</b>	7,913	8,207	8,488	8,763	9,006	9,207	9,392	9,571	9,707	9,850	9,977
<b>40-64 Years</b>	10,542	10,600	10,649	10,689	10,735	10,755	10,784	10,820	10,841	10,856	10,887
<b>65+ Years</b>	8,018	8,122	8,220	8,351	8,488	8,655	8,832	9,013	9,215	9,430	9,646
	Yr 10	Yr 11	Yr 12	Yr 13	Yr 14	Yr 15	Yr 16	Yr 17	Yr 18	Yr 19	Yr 20
<b>Age</b>	<b>27/28</b>	<b>28/29</b>	<b>29/30</b>	<b>30/31</b>	<b>31/32</b>	<b>32/33</b>	<b>33/34</b>	<b>34/35</b>	<b>35/36</b>	<b>36/37</b>	<b>37/38</b>
<b>0-14 Years</b>	6,099	6,183	6,271	6,354	6,447	6,542	6,622	6,685	6,733	6,768	6,806
<b>15-39 Years</b>	10,068	10,147	10,211	10,257	10,265	10,221	10,252	10,257	10,311	10,350	10,381
<b>40-64 Years</b>	10,931	11,003	11,104	11,234	11,427	11,590	11,739	11,896	12,042	12,207	12,241
<b>65+ Years</b>	9,853	10,053	10,237	10,425	10,587	10,758	10,923	11,091	11,263	11,412	11,543



### Reasons for having a Town Centre Strategy

Council recognises that the Levin Town Centre plays a key role in supporting employment, the regional economy and attracting people to live in the District. To prepare the town centre for the future, Levin has to deal with several challenges. Many of these challenges are common to other New Zealand towns including:

- Potentially earthquake-prone buildings;
- Variable amenity in public or street spaces
- The viability of traditional retailing is decreasing due to competition from online retailing and increased mobility which means people can shop in other centres easily;
- A lack of quality food and beverage offerings and evening economy;
- Limited public transport options; and
- The town centre will be by-passed as a result of improvements to the State Highway network.

The Strategy seeks to address these challenges. Growth presents a chance to enable change. Therefore, now is the time to act – both to address the challenges and seize new opportunities for the future.

## Current State

### **Building Type and Streetscape**

Buildings in the Levin town centre are generally single or double storey and typically have large glazed frontages and doors. Large signs in windows obscure visibility into buildings from the street. Fascia boards and verandahs contain extensive signage, which detracts from the appearance of the streetscape. Many of the verandahs are poorly maintained and leak when it rains. There are opportunities to improve the appearance of buildings along the main street.

### **Trees and Greenspace**

The area that is now Levin once contained forests, streams and wetlands between the hills and coast. Overtime, the town centre has evolved to the form we have today.

Impermeable surfaces (surfaces that water cannot drain through, such as concrete, asphalt and roofs of buildings) cover more than 80% of the town centre. While street trees such as the Plane trees on Oxford Street provide some greenery to the town centre, these are an introduced species. Despite the town centre's 'hardness', there are some impressive parks and green spaces in close proximity to the town centre, including the Levin Adventure Park and the Rose Garden. However, these green spaces are not well connected to the town centre.

### **Culture and Heritage**

Levin, or 'Taitoko', has a rich Māori history, dating back to well before the town centre existed. Muaūpoko leader Te Keepa agreed to sell the land now known as Levin to the Crown subject to a number of conditions including that the town be named 'Taitoko'. However, these conditions were not honoured and the town was ultimately named Levin.

There are many opportunities to recognise Māori cultural values in the town centre. In an acknowledgement of the significance of place to Māori, the Town Centre Strategy has been named Transforming Taitoko/Levin.

Heritage places and buildings contribute to the identity of our places. They tell stories about past generations, cultures, traditions, whakapapa and identity. Within the town centre, there are four heritage buildings formally listed in the District Plan.

These are:

- Thompson House, built in the 1920s and located in the Remembrance Gardens;
- The former Bank of Australia (currently Property Brokers) at 27 Queen Street;
- St Johns Methodist Church at 90 Cambridge Street;
- The Horowhenua College Main Building.

There are also other buildings within the town centre that are not formally listed, but have heritage value that could contribute to town centre's identity. An example is the old Levin Court House and Rose Gardens located on the corner of Cambridge and Bath Streets.

## Developing the Town Centre Strategy

### **Link to other Council Projects**

The following projects are important context to the work in the Town Centre Strategy as they relate to Council's wider growth planning work. It is important that the Town Centre Strategy is aligned with these work streams.

Horowhenua 2040 Strategy is the Strategic Plan for the whole District. This Strategy is in the development phase, but recognises the need for transformational change in order for the District to prosper. It aims to build on the six 'community outcomes' identified in the Long Term Plan 2018-2038. These are:



The Horowhenua Growth Strategy 2040 reflects the Council's desire to provide an integrated and proactive framework for managing growth to ensure we enable this to occur and appropriately plan for it. Ensuring the town centre responds to the opportunities forecast population growth offers is central to achieving 'good growth'.



Vision: Horowhenua 2040

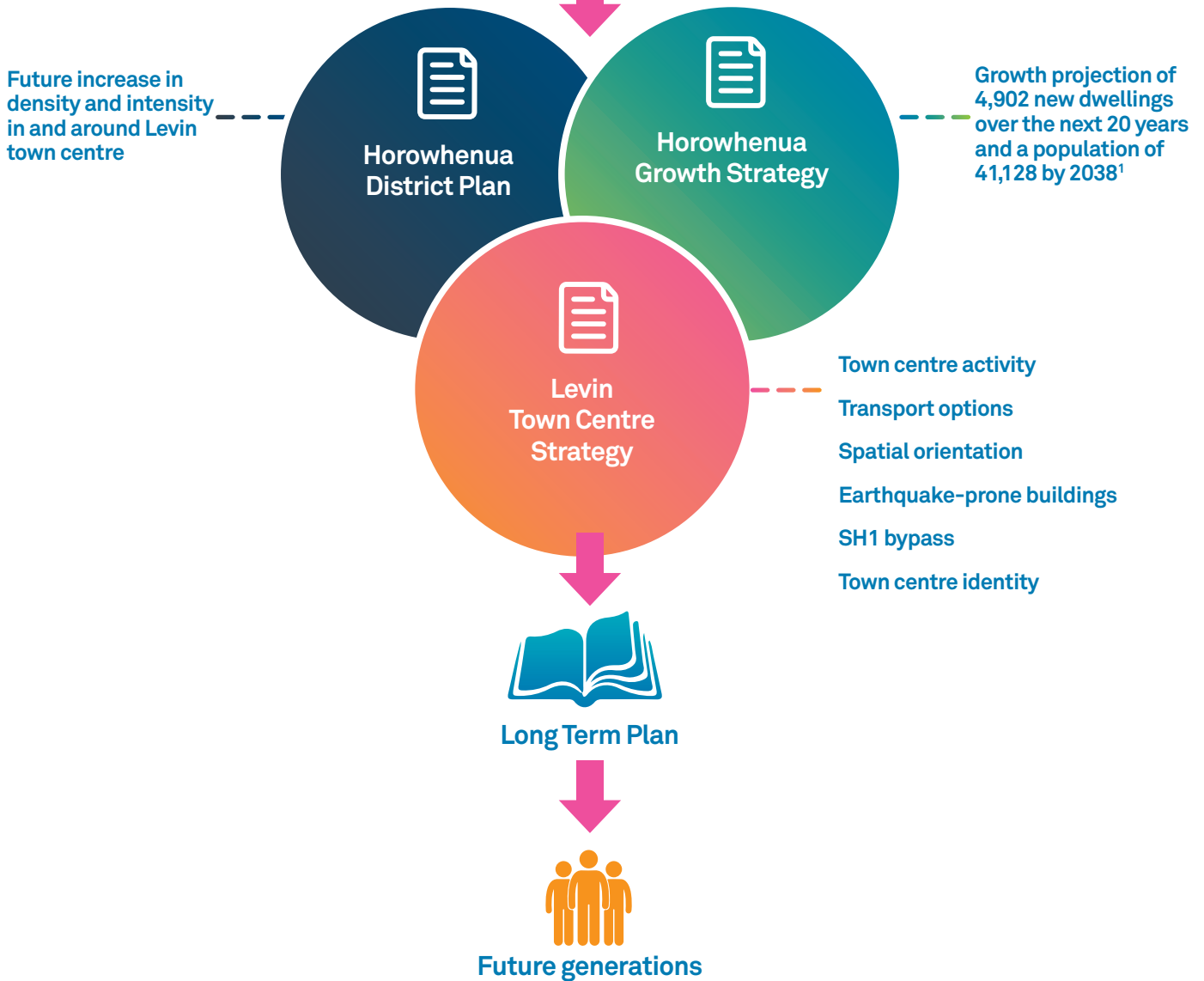


Figure 1: Strategic Context for Levin Town Centre

<sup>1</sup> Sense Partners (2017) Socio-economic Projections



## Consultation Process

Consultation first began on the Levin town centre back in 2016. The feedback gained during this initial round of consultation informed the first draft of Transforming Taitoko/Levin Town Centre Strategy. The draft town centre strategy was then consulted on during the first half of 2018. This latest round of consultation included visiting over 250 Levin businesses, meetings with business owners, engaging with Muaūpoko and opening the 'Transforming Taitoko/Levin Pop-Up Shop' in the Levin Mall Carpark during the month of May.

In all, over 600 people visited the pop-up shop and had their say.

Council is also in the process of setting up a Town Centre Reference Group, involving iwi, business owners, emergency services, groups that support people with disabilities and others to act as a sounding board for the community. This group will provide guidance and input to the actions identified in this Strategy as they are designed and implemented.

Throughout the document, you will see how public feedback has informed the Strategy, clarified objectives and helped to prioritise actions.

As actions are identified, refined, and implemented, Council will continue to engage with the community and stakeholders to ensure their views are represented.



# Influences

## Introduction

There are several overarching or ‘macro’ influences affecting the town centre that Council will recognise and respond to in this Strategy. These influences fall into the following categories:

- (a) Economic structure and networks – integrating with the big picture
- (b) Economic trends in town centre activity
- (c) Social and demographic influences
- (d) Climatic changes

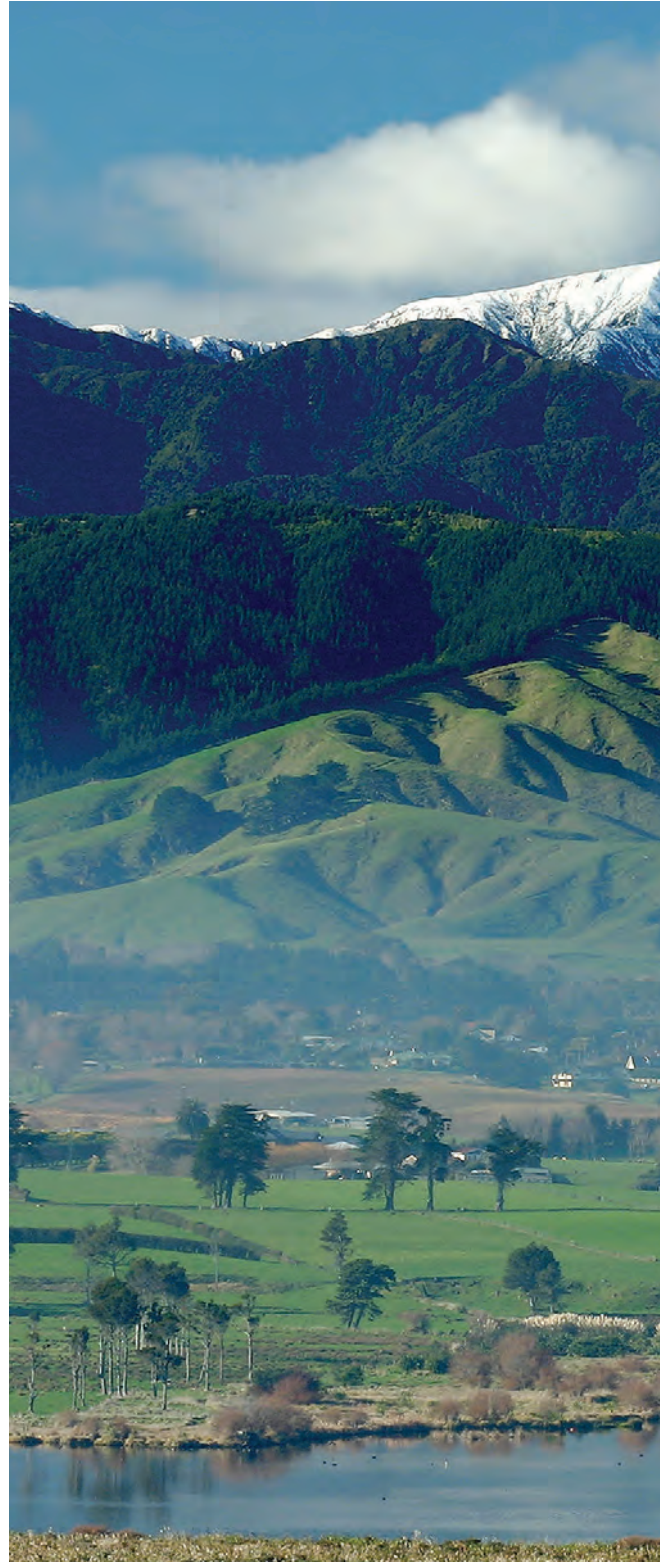
Levin town centre offers an urban setting for retail and commercial activity. Vibrant retail and active streets provide triggers for non-retail employment if appropriate commercial space is available to exploit this relationship. At present, the town lacks appropriate commercial space within easy access of Oxford Street.

## Economic structure and networks - integrating with the big picture

The town centre redevelopment integrates with and links to the wider economy in the form of:

- (a) Metropolitan centres such as Wellington.
- (b) Regional and provincial centres – Hawkes Bay Centres, Palmerston North and Whanganui.
- (c) The District – northern centres of Foxton and Foxton Beach, the north-eastern centre of Shannon and southern centres of Manakau and Ōhau.

Levin interacts with all of these centres through trade, as well as providing independent destination services, opportunities and unique attractors. Preserving, maintaining, and growing efficient links with all of these centres is important for the health of the district economy.



## Trends in Town Centre Activity

The way town centres function today is very different from when they were first established:

Key themes include:

- As online retail grows, town centres have to become more about experiences and social interaction and less about shopping.
- Compatible and mutually supporting activity needs to cluster around central point to concentrate vibrancy, with different parts of town linked through improved access and visual cues.
- More varied, dynamic and transitional uses and events need to be encouraged to provide interest and change that continues to attract people to town.



## Social and Demographic Influences

Population composition influences what the community needs from the town centre.

Key themes include:

- Levin has a proportionately older population compared to the New Zealand average. Smaller house sizes, living close to the centre to reduce driving and benefiting from a centre that provides for people to remain socially connected are all opportunities in the transformation of Levin.
- A high proportion of forecast growth is from people moving to the District from urban centres such as Wellington and Auckland. These people expect town centres to offer a diverse range of amenities and services. If these are not on offer in Levin, they may be less likely to move here.

## Climatic Changes

Climate change will impact how we plan for town centres.

Key themes include:

- Increased frequency of extreme weather events and warmer temperatures may make urban places less comfortable. Providing sufficient shade and weather protection in the town centre will help to make the town centre resilient to these changes.
- Water management will become increasingly important as this resource become more valued. Collecting and treating stormwater will be expected as part of a sustainable approach to water use and waste water disposal.

# Implementation

**The Town Centre Strategy will be implemented over time. This document offers short term (1-3 years), medium term (4-7 years) and long term (more than 8 years) actions.**

A range of parties will be responsible for implementation. Spreading the responsibility is fundamental to achieving success.

It is anticipated that Council will facilitate the process.

## Horowhenua District Council

Principal Roles:

- Coordinate the parties to the action plans
- Report on progress to the community
- Champion the Strategy
- Fulfil their statutory role
- Establish and co-fund pilot projects that can change town centre dynamics

## Long Term Plan (LTP)

The LTP allocates funding to Council services, projects, and actions. Council's must review their LTPs every three years. Council adopted the most recent LTP in 2018. At this time, no funding was assigned to implementing this Strategy, as the Strategy was still being consulted on and actions had not been finalised. Through this Strategy, we will identify key actions. Once we have

established which actions will be delivered by Council and what the cost will be, we will source funding for the projects. It is also important to note that Council will not be funding all of the projects detailed in this Strategy. Other parties, such as private investors and central government, will need to contribute financially to achieve the vision set out in this Strategy.

## Land Ownership

Council owns land in the town centre that can be used to support the objectives and actions of the Town Centre Strategy. This land could be used to provide new civic (e.g parks) or economic developments (e.g shops, restaurants), or the land could be sold to provide funds to enable other improvement works.

## District Plan

The District Plan rules, objectives, and policies can help enable town centre actions and initiatives, while removing unnecessary roadblocks (such as providing carparking exemptions in the centre of town, as there are public carparks available).

## Roads and infrastructure

Council manages public streets (except State Highways) and other infrastructure assets (such as water and sewer systems). A number of actions in the Strategy relate to these assets.

The forward work programme for these assets can be co-ordinated to support the actions and initiatives in this Strategy.

## Private Land Owners

There are many privately owned land holdings in town. The owners of these properties may operate a business on their property themselves, or they may lease/rent their properties to a business. Collectively, land owners are crucial to the objectives of the Strategy being achieved.

Principal Role:

- To participate through investment and exploring opportunities with Council for new development in the town centre.

## Iwi

Muaūpoko association with Levin and surrounds dates back to well before the existence of the town centre. It is important that the Strategy reflects their history and cultural values. A key action in this Strategy is to partner with Muaūpoko to ensure their aspirations are realised and represented in town centre development.

Principal Role:

- To establish a workable process for involvement in the Strategy that reflects mana whenua and to participate accordingly.
- Establish a signature

public domain project that is designed in partnership with the community and Muaūpoko.

### Town Centre Reference Group

Council is establishing a 'reference group' involving a number of different people and groups who are partners/ stakeholders in the delivery of the Town Centre Strategy. Examples include iwi, business owners, youth, emergency services, and groups that support people with disabilities. These groups will meet throughout the implementation phase of the Strategy to ensure development responds to the aspirations of all of these groups:

Principle Role:

- Provide input to Council from the perspectives of the groups they represent as the Strategy is implemented.

### Other Government

Principal Role:

- Central Government strategies and initiatives may assist the Strategy's objectives and actions.

### NZTA

NZTA is responsible for the State Highway network. Changes to State Highway 1 and the bypass of Levin are important influences on the town centre.

Principal Role:

- To achieve the best outcome

for Oxford Street as part of the highway revocation process (how NZTA gives the State Highway to Council as a local road when the bypass occurs).

- To work with Council to ensure plans recognise and provide for relevant objectives detailed in this Strategy, such as a safe and effective State Highway that integrates with Levin's transport network and supports a range of transport modes.
- At the times of finalising this strategy, there was still uncertainty about the timing of constructing the new Otaki to North of Levin Highway.

# The 'Big Six' Considerations

## Introduction

The 'big six' are the most pressing issues for the Levin Town Centre. However, they also present the greatest opportunities for positive change. These are:



### 1. Town centre activity

The viability of traditional 'street' shopping is declining due to the variety and convenience online shopping offers. The choice offered in nearby larger centres also means that it is difficult for Levin to compete. To remain competitive, the town centre needs to offer a wide range of activities and social experiences that online shopping cannot provide. The town needs to be seen as a quality asset to unlock wider employment potential and an evening economy.



### 2. Spatial orientation

The main commercial area in Levin stretches along Oxford Street, spreading and diluting activity and investment. However, market dynamics have tended to define a core retail area that sits between Bath Street in the south and Stanley Street in the north. Concentrating activity in this central area by providing a new focal point should aim to increase density and diversity of activity and boost vibrancy in public areas. This will also provide opportunity for further development west Oxford Street.



### 3. Potential earthquake-prone buildings

Many buildings in the town centre are potentially earthquake-prone. The Building (Earthquake-prone Buildings) Amendment Act 2016 has deemed Levin a 'high seismic risk area'. This means buildings owners have a reduced timeframe to strengthen or demolish their buildings. This presents both a challenge and an opportunity to transform our town centre through new building configuration and design.



### 4. State Highway 1 (SH1) By-Pass

A by-pass will remove highway related retail spend, as well as make it easier for people to leave town to shop in Kāpiti and Wellington. However, the converse of this is improved connectivity between Levin and our southern neighbours. This potentially attracts more retail spend from these areas if the experience in Levin is better or different.

In addition, when Levin is by-passed and Oxford Street is no longer a State Highway, Council will have greater ability to alter the layout of the main street make it more pedestrian friendly.



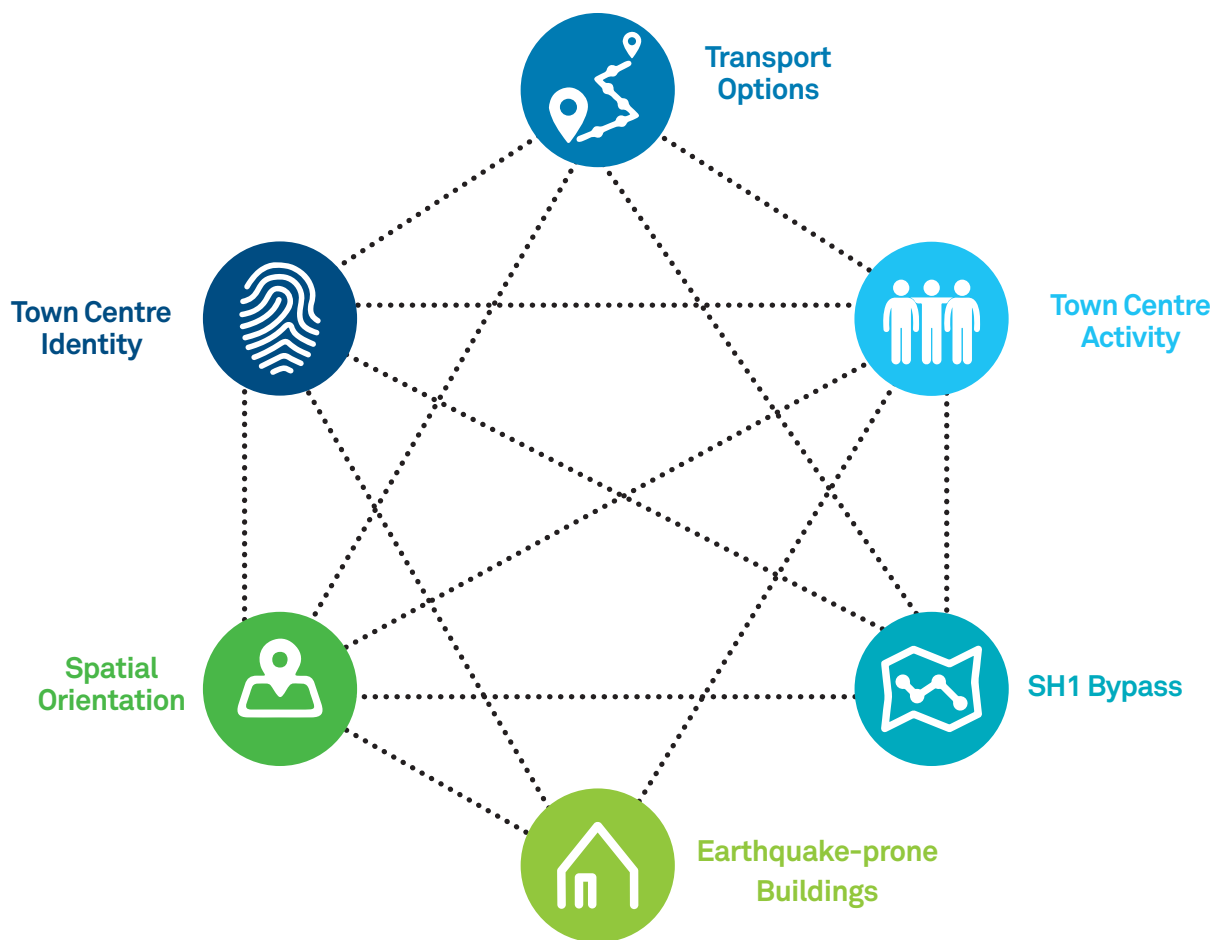
### 5. Transport options

At present, the railway station is located outside the town centre and there are limited public transport options servicing Levin. Cycling and walking infrastructure is also limited. Improving the variety of transport options servicing the town centre will be environmentally friendly, attract visitors and new residents to the area by improving connectivity to the north and south, and make the town centre more accessible for existing Horowhenua residents.



### 6. Town centre identity

The town centre does not currently reflect the unique history and culture of Levin. Displaying this in the design and activities offered in our town centre will help us to develop as a destination with a clear identity to attract visitors and investment.



**Figure 2: Interdependencies of the 'Big Six' Considerations for the Town Centre**

The 'big six' considerations interact and overlap (Figure 2). The challenge is to make the 'big six' reinforce one another. For example, transport options need to be considered alongside the SH1 by-pass and spatial orientation of the town centre. Potentially earthquake-prone buildings will affect activity in the town centre, as well as the spatial orientation and identity of the town centre. Any plans to address one consideration, should consider implications for the others.

# Overarching Objectives for the Town Centre

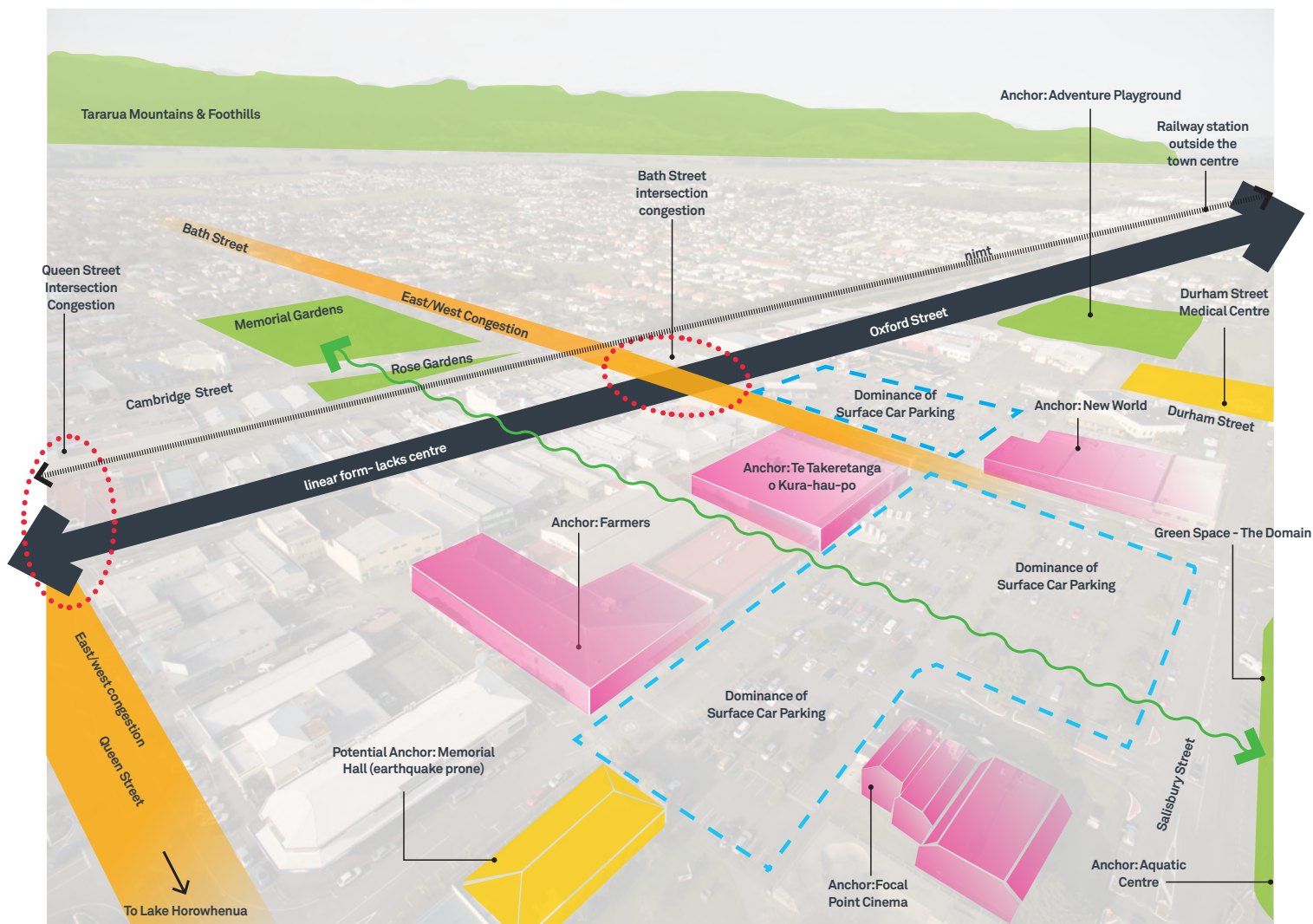


Figure 3: Spatial aspects of some of the 'Six Big Considerations' for the Town Centre

## Objectives

The overarching objectives for the town centre are:

- Become a 'destination' that does not rely on State Highway traffic for success.
- Consolidate the town centre and enable development on the eastern and western side of Oxford Street.
- Provide a variety of activities, including quality retailing and hospitality based activities.
- Improve the commercial offering and overall experience of Oxford Street.
- Respond to the challenges and opportunities associated with earthquake-prone buildings.
- Support and encourage a range of transport options that serve the community's needs.
- Ensure our town centre is safe, inclusive and reflects our unique history and culture.
- Consider and evaluate the opportunity for co-work space within the town centre in order to build capacity for local businesses to grow.
- On-going engagement with the community and stakeholders.
- Be ready to respond to new opportunities that will achieve the vision in this strategy.





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# Town Centre Activity



**The aim is to improve the variety of commercial, living, social, cultural, and recreational activities on offer in the town centre. This is important to ensuring the on-going vibrancy and vitality of the town centre, particularly as online shopping increases in popularity and people look for a diversity of experience in the town, not just those offered by retail.**

***Based on the consultation, our community supports:***

- A greater variety of shops, eateries, and activities, including markets and concerts, on offer in the town centre.
- A compact and pedestrian friendly town centre, though there is a desire to see carparking numbers maintained.
- A more diverse town centre with a range of commercial, residential, social, and recreational activities, although some felt that the town centre should be solely for commercial and retail purposes.

## Issues

- Declining viability for traditional retailing and 'leakage' of spending to other nearby centres such as Palmerston North and Wellington
- The size and shape of existing shops does not suit modern retailing – the shops are long and narrow or too small for the chain stores
- Lack of dine-in and/or evening food and beverage offerings
- Existing effective 'anchors' such as Te Takeretanga o Kura-hau-pō, Supermarkets, Cinema, Farmers, Council's administration building, Aquatic Centre, and the Adventure Park are disconnected and largely located on the western side of town
- Lack of East-West connections between existing green spaces, such as the Levin Domain, the Rose Gardens, and the Village Green.
- West side is dominated by carparking

## Objectives

- A town centre that is a social venue, with a variety of activities on offer, including a central public place.
- Regular events (weekly, monthly, annually, large or small) that attract people to town.
- Recognise connections between anchors and green space.
- Recognise and celebrate Oxford Street as the

key ‘anchor’ for the town centre by improving the amenity and attractiveness of this area.

- Tertiary education and residential living options are available in town – this will in turn to boost evening activity in the town centre and support food and beverage retail.
- Recognise the Mall Carpark encourages movement of pedestrians between the western and eastern sides of town and the opportunities associated with this.



### Key



Town Centre



Commercial Zone



Consolidated Town Core



Connecting Green Spaces



Adventure Park



Horowhenua District Council



New World Supermarket



Te Takeretanga o Kura-hau-pō



Focal Point Cinema



Farmers



Memorial Hall



Aquatic Centre



Countdown Supermarket



Rose Garden



Public Gardens



# Opportunities and Benefits



## Social/Demographic

- Pedestrian activity is most concentrated on Oxford Street between Queen and Bath Streets, but numbers are lower in the evening. Focus on improving this to improve vibrancy in the existing town centre.
- Large growth projected in the 40-64 age range and the 65+ age range. Approximately 25% of the population will be aged 15-39, 16% will be 0-15 and 28% will be 65+. Therefore, the town centre will require a diverse range of activities to serve a diverse population.
- As the District has a higher than average population of elderly people (and people with reduced mobility), it is important that the town centre is designed to be accessible, inviting and comfortable for these people.



## Economic

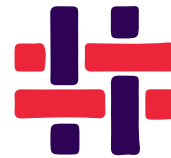
- Enable new investment (both social and economic) in the town centre through improving connections to and between existing parts of town.
- Higher activity levels provide improved returns for both new and existing businesses.
- Population growth and greater cultural diversity leads to an increased demand for a wider range of products and services.
- Invest in projects that improve perceptions of town quality, particularly built assets, in parallel with the earthquake strengthening process.

- Investigate opportunities to grow the non-retail employment base in the town centre.
- Seek to re-use the Memorial Hall in a manner that grows the economic capacity of the town through providing opportunities for flexible work and/or start-up companies.



## Environmental

- Investing in green infrastructure improves both amenity and environmental outcomes. For example, rain gardens and/or native plantings improve the appearance of the town centre while also filtering stormwater and improving biodiversity.
- Improving connections between Oxford Street and existing green space/open space (such as the Village Green and the Rose Gardens) strengthens the town's network of green spaces and improves opportunities for people to socialise or relax in town



## Cultural

- The cultural identity of the town can be better reflected with the guidance of Muaūpoko
- Improved range of activities, as well as improved connections between existing facilities will help to establish the town centre as a social destination to spend time in, or meet with family and friends.
- Create a more positive and relaxing atmosphere in the town centre that encourages return visits.
- Hold regular events to encourage people into town. These events may start small, but will build confidence that the town centre is vibrant, changeable, and worth spending time in.

# Short Term Projects - 1-3 years

Project	Explanation	Consideration/s
<b>Laneway/Town Square Development</b>	<ul style="list-style-type: none"> <li>• Pedestrian connection between the Mall Carpark and Oxford Street. This connection will encourage new activity to establish west of Oxford Street, instead of spreading further from the existing retail core. This is important to improve vibrancy and walkability in the town centre.</li> <li>• Attractive opening onto Oxford Street, so new development will boost vibrancy and generate new activity in the existing town core, including an evening economy.</li> <li>• Provide public space within the laneway/town square. This is important to transform the town centre from a place to 'buy stuff' to a place to 'do stuff', which will improve the resilience of the town centre.</li> <li>• Look at opportunities to improve pedestrian journey and connection to Memorial Hall and the Village Green (e.g. Regent Lane or Mall Carpark) to promote the use of these existing facilities.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, State Highway 1 Bypass, Transport Options</i>
<b>Options for Memorial Hall</b>	<ul style="list-style-type: none"> <li>• Call for registrations of interest to develop Memorial Hall and the Village Green, subject to criteria which support the objectives of this Strategy.</li> <li>• The selected option for Memorial Hall and Village Green should complement heritage value and existing activities on Oxford Street, as well as increase diversity of activity in the town centre.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, Town Centre Identity</i>
<b>District Plan Review</b>	<ul style="list-style-type: none"> <li>• Review District Plan to ensure the objectives, policies, and rules encourage and enable diversity of activity, including residential and educational activities, to establish.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings</i>
<b>Events Strategy</b>	<ul style="list-style-type: none"> <li>• Develop an events strategy and calendar that enables a range of regular events, both small and large.</li> <li>• Consider how existing facilities in town, such as the Village Green or the Mall Carpark could be better utilised for events.</li> </ul>	<i>Town Centre Activity</i>



(Source: Gotta Love NZ, Matakana Farmers Market)



(Pop-Up Eats, Levin)



# Spatial Orientation



**At present, the commercial area of Levin extends down Oxford Street, with the main concentration of foot traffic activity occurring between Queen Street and Bath Street. The existing commercial area is disconnected from existing parks and facilities, such as the Adventure Park, the Village Green and the Rose Gardens. Creating a central point of activity may encourage new businesses to locate close to the centre of town. This will encourage a more vibrant town core, which promotes walking and increases vibrancy and vitality.**

***Based on the consultation, our community supports:***

- A more centralised shopping and dining area focused around a central point and a central

green space that links with Te Takeretanga o Kura-hau-pō and/or the Levin Memorial Hall.

- East-West development.
- Connectivity and pedestrian experience.
- A small number of submitters either preferred a 'do nothing' approach, or to focus efforts solely on enhancing Oxford Street. These people suggested that enhancement of Oxford St would deliver a more vibrant and consolidated town centre.

## Issues

- Town Centre sprawls along Oxford Street, with limited commercial activity east or west of Oxford Street. This dilutes activity and investment, as opposed to it being concentrated in a more defined and walkable area.
- Walking experience between key 'anchor' stores and facilities is poor.
- Heavy traffic on Oxford Street deters pedestrians and the west side of the street is shaded.
- The size and shape of existing stores is not suitable for today's requirements.

## Objectives

- In the short term, improve connections and walkability between existing anchors and facilities across Oxford Street and to the west of Oxford Street.
- Encourage new development to occur near to Oxford Street in new laneways and eventually west of Oxford Street.
- Be ready to enable new development west Oxford Street.

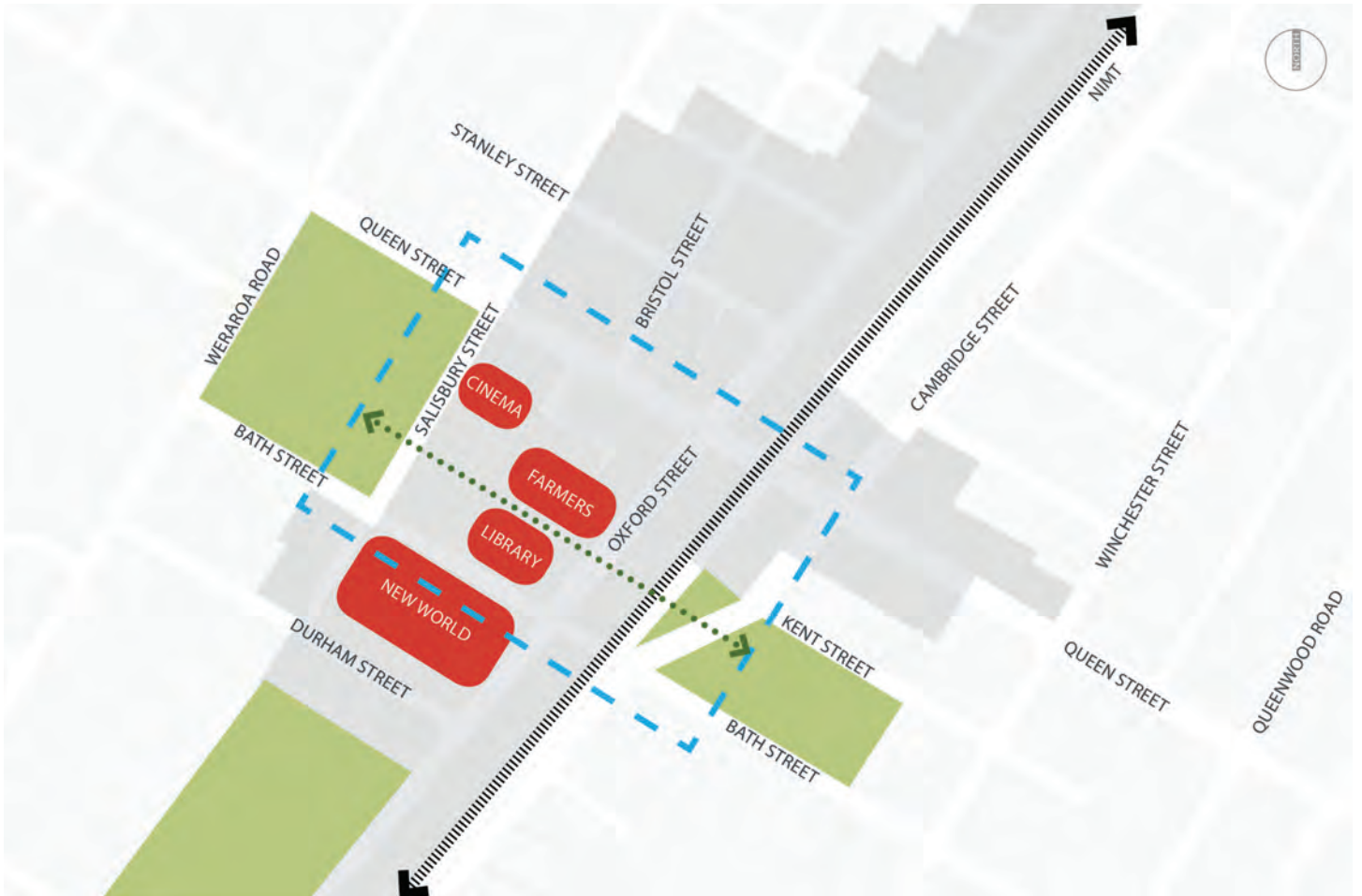
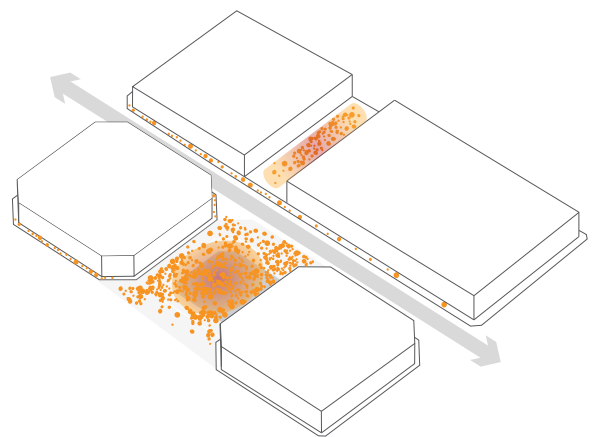
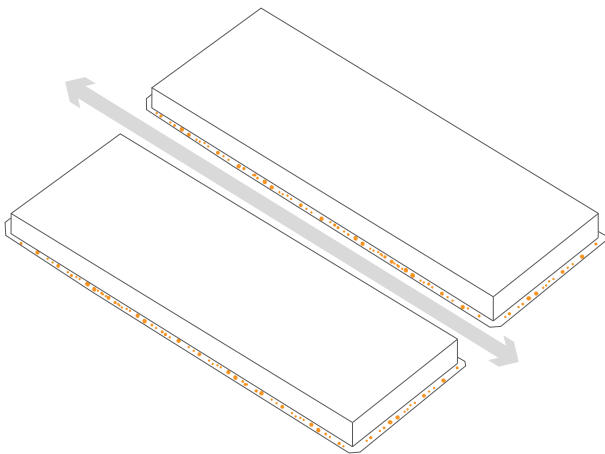


Figure 6: Proposed consolidation of the commercial zone to create a 'town core'

Key

- Town Centre
- Commercial Zone
- Consolidated Town Core
- East-West Connections Link
- Green Spaces



Providing soace for people to meet, gather and spend time in the Town Centre will boost vibrancy and activity



# Opportunities and Benefits



## Social/Demographic

- Better street design makes walking a more attractive option. This is particularly important for people who do not have access to private vehicles or for people with mobility issues.
- A compact town centre makes public transport a more viable option.
- A more attractive and accessible town centre will encourage people to spend time in town, building social networks.



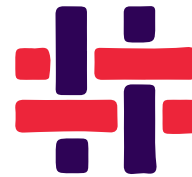
## Economic

- Consolidating shops and services will increase intensity of activity in the heart of the town, improving viability and vitality.
- Infrastructure becomes more cost-efficient as shops and services are concentrated in the core of Levin.
- Provide opportunities for commercial activities to establish west of Oxford Street.



## Environmental

- Improved walkability will reduce traffic congestion and improve air quality.



## Cultural

- Creation of the town core as a social venue for the community means cultural activities can benefit from clustering, creating stronger cultural communities and networks.
- Te Takeretanga o Kura-hau-pō, the community's cultural hub, will benefit from clustering with other supporting activities which bring more people to the town centre.



# Short Term Projects - 1-3 years

Project	Explanation	Consideration/s
<b>Laneway/Town Square Development</b>	<ul style="list-style-type: none"> <li>Laneway to provide pedestrian connection through to the west side of Oxford Street, encouraging development on the west side and ultimately leading to a more compact town core.</li> <li>Laneway supported by town square/public place that provides a focal point for the community.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, State Highway 1 Bypass, Transport Options</i>
<b>Options for Memorial Hall</b>	<ul style="list-style-type: none"> <li>New activity on the western side of Oxford Street to act as a trigger for new activities to cluster on the western side of town.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, Town Centre Identity</i>
<b>District Plan Review</b>	<ul style="list-style-type: none"> <li>Review District Plan objectives, policies, and rules to ensure they encourage development on the western side of town.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings</i>



(Wellington City Council)



# Potential Earthquake-prone Buildings



**Potentially earthquake-prone buildings pose a challenge to the future of our town centre. However, this is also an opportunity to improve the safety and resilience of our town centre and to achieve some of the objectives identified throughout this Strategy, such as a more compact town centre, with better connections to various parts of town.**

***Based on the consultation, our community supports:***

- Levin Memorial Hall being repurposed or redeveloped to allow a greater variety of use.

- Using potential gaps resulting from demolition works such as identifying strategic links and developing these as laneways or green spaces, or for carparking or temporary activities such as pop-up shops or markets.
- Opinions varied from demolish and rebuild to achieve a different image, through to retain and strengthen to preserve existing character.
- Opinions on Council's role were unclear. However, some respondents felt building owners needed to respond on their own, subject to legislative requirements.

## Issues

- Many buildings in the town centre, specifically along Oxford Street, are potentially earthquake-prone and may require strengthening or demolition under the Building (Earthquake-prone Buildings) Amendment Act 2016.
- If building owners chose to demolish earthquake-prone buildings on Oxford Street 'between the lights' they would (if not replaced) leave large holes in the town centre.

## Objectives

- A more compact and resilient group of buildings are developed that contribute positively to streetscape character.
- Identify earthquake-prone buildings that, if demolished, provide an opportunity to develop laneways and linkages.
- 'Use 'pop-ups' for businesses vacating earthquake-prone buildings to retain activity and vitality in the town centre.



Figure 7: Blocks in the town centre affected by potential earthquake-prone buildings

**Key**

- Town Centre Blocks with Potential EQ-prone Buildings\*
- Existing Commercial Zone
- Town Core

\*Based on current, varying levels of assessment



# Opportunities and Benefits



## Social/Demographic

- Redevelopment of buildings will reduce the health and safety risk for the community.
- Enable and encourage ‘pop-ups’ in town for new businesses or existing businesses in earthquake-prone buildings to use temporarily to maintain vibrancy in the town centre.
- A range of activities, including not-for-profit, can locate or operate out of ‘pop-ups’ on a temporary basis in gaps created by demolition.



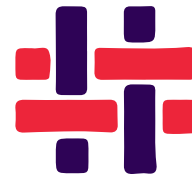
## Economic

- The removal of earthquake-prone buildings provides opportunity to create connections or laneways. This will link different parts of town together and provide new opportunities for development.
- A wider range of activities in the town centre broadens the choices and options available to owners and users of earthquake-prone buildings.



## Environmental

- Opportunities to transition Levin’s building stock from old, inefficient buildings that are potentially earthquake-prone to more environmentally responsive buildings that have lower maintenance and energy costs and smaller environmental footprints.



## Cultural

- Opportunities to use the transitional structures to acknowledge and celebrate the rich heritage of Muaūpoko.
- Opportunity to ‘set an example’ of how cultural identity can be incorporated into new structures.

# Short Term Projects - 1-3 years

Project	Explanation	Consideration/s
<b>Laneway/Town Square Development</b>	<ul style="list-style-type: none"> <li>Laneway development as an option for strategically located earthquake-prone buildings to be redeveloped for new use, including stores that are of a size and shape that is suitable for modern requirements.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, State Highway 1 Bypass, Transport Options</i>
<b>District Plan Review</b>	<ul style="list-style-type: none"> <li>Review District Plan objectives, policies, and rules to ensure they are not a barrier to strengthening or rebuilding.</li> <li>Ensure rules allow for pop-ups and temporary structures.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings</i>
<b>Develop Strategies to Respond to Earthquake-prone Buildings</b>	<ul style="list-style-type: none"> <li>Identify any Council land within the town centre that could be used for 'pop-ups', to provide spaces for affected business to trade from, or new business to establish in.</li> </ul>	<i>Earthquake-prone Buildings</i>
<b>Options for Memorial Hall</b>	<ul style="list-style-type: none"> <li>Enable the reuse and redevelopment of an iconic building which is currently earthquake-prone.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, Town Centre Identity</i>



Christchurch has embraced transitional architecture to 'decant' businesses out of earthquake-damaged buildings. The result has been the formation of successful places that have helped some small businesses thrive



Fluid and flexible options cost less and allow businesses to experiment with their offering (source: [www.millerscoffee.co.nz/wellington.php](http://www.millerscoffee.co.nz/wellington.php))



## State Highway 1 By-pass

In October 2018, NZTA confirmed that the State Highway will by-pass the Levin Town Centre in the future. While this means retail spend from passing traffic may be lost, a reduction in traffic, particularly heavy vehicles provides a huge opportunity to transform the town centre into a more pedestrian friendly destination.

*Based on the consultation, our community supports:*

- Support for State Highway 1 to bypass Levin – benefits identified included reducing traffic numbers, especially heavy vehicles, and creating a more pedestrian and cycle friendly town centre. However, some felt that a by-pass would be detrimental to shops and businesses.
- Support accessible and attractive town entry points, as these are important to direct visitors into town.
- Mixed opinions on whether a ring road would be beneficial.
- Support for removal and replacement of angle carparks on Oxford Street. Many feel unsafe using these parks due to the angles of the parks and having to reverse out with the heavy traffic volumes on State Highway 1.

## Issues

- In the future, SH1 will by-pass the town centre, reducing highway related retail spend. To combat this, the town centre needs to become an attractive destination.
- A growing population will put pressure on the existing road network, even with a by-pass.
- New highway interchange locations may encourage new shopping centres to establish, which could compete with the existing town centre.

## Objectives

- Make Oxford Street more pedestrian friendly. For example, investigate options for pedestrian refuge crossings and/or traffic calming measures to slow traffic in the town centre.
- Accessible and attractive town entry points encourage people into town.
- Levin is a destination offering markets and events that provide a point of difference to other centres and expresses Levin and the Horowhenua identity.
- Town centre remains the main commercial centre for Levin and Horowhenua.





# Opportunities and Benefits



## Social/Demographic

- When Oxford Street is no longer a state highway, there are more opportunities to make changes to the road layout to slow traffic and make the town centre more pedestrian friendly.



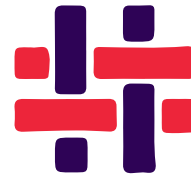
## Economic

- Encourage boutique or niche activities that will brand Levin as a shopping and hospitality destination.
- Ensure easy access into Levin from the new state highway.
- Opportunities to build Levin's industrial and logistics capabilities, due to improved proximity to Wellington.



## Environmental

- As part of Oxford Street becoming a local road, there may be opportunities to reduce the environmental impacts of vehicle use, such as low impact stormwater management within the road.
- Opportunities to encourage sustainable transport modes, such as rail, walking, cycling, or electric vehicles.



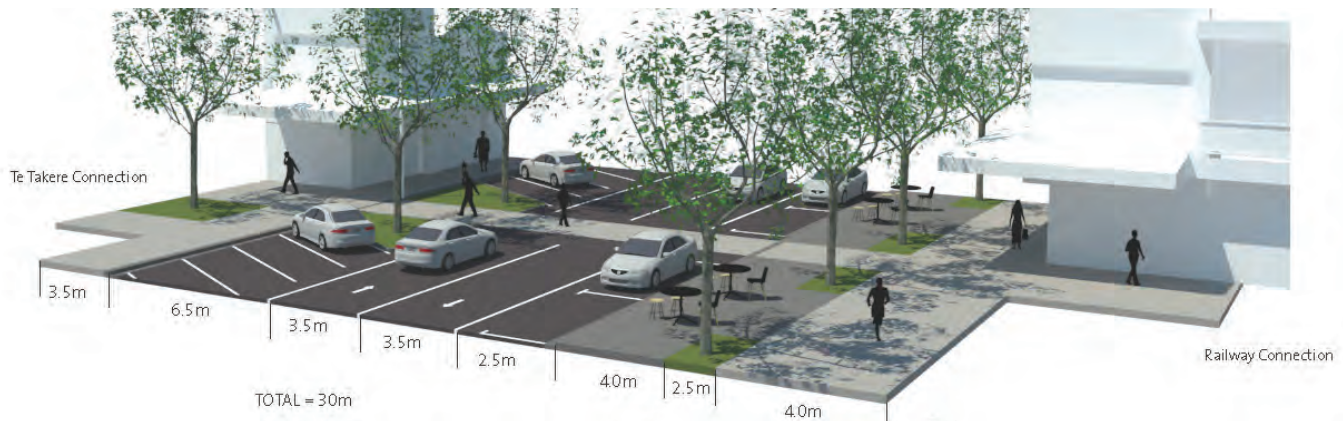
## Cultural

- Opportunity for Levin to become a destination that actively encourages people to stop, as well as a place that is attractive for locals.



# Short Term Projects - 1-3 years

Project	Explanation	Consideration/s
<b>Laneway/Town Square Development</b>	<ul style="list-style-type: none"> <li>Assist with creating a 'destination' that people will choose to visit</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, State Highway 1 By-pass, Transport Options</i>
<b>Oxford Street Shop Frontage Improvements</b>	<ul style="list-style-type: none"> <li>Short term focus on improving the appearance of Oxford Street while we can still rely on State Highway 1 traffic will assist with developing Levin as a destination.</li> <li>Improve perceptions of quality in the town centre (primarily Oxford Street), by reducing visual clutter and making the buildings the heroes of the street.</li> </ul>	<i>State Highway 1 By-pass, Town Centre Identity</i>
<b>Develop Plan for Oxford Street Layout</b>	<ul style="list-style-type: none"> <li>Oxford Street will remain the State Highway 1 for the next few years. Traffic volumes are likely to increase during this time. Therefore, explore opportunities for pedestrian refuge crossings to improve safety for pedestrians and enable better east-west moving.</li> <li>Consider alternatives to the current angle parking arrangement.</li> </ul>	<i>SH1 By-pass, Transport Options</i>
<b>Develop and Market a Destination Brand/Identity</b>	<ul style="list-style-type: none"> <li>Both short term actions and a marketing strategy will be used to market Levin as a desirable destination to spend time and operate a business. This message needs to be communicated before the town is bypassed.</li> </ul>	<i>SH1 By-pass, Town Centre Identity</i>



Potential options for Oxford Street could include pedestrian crossings mid-block and street trees.



Opportunities for a walking and cycling network to link people to destinations on foot or by bike and connect up the existing cycle ways.



## Transport Options

**At present, private vehicles are the predominant transport option in Levin. If we improve the variety of transport options servicing the town centre, our town centre will be both more environmentally friendly and more accessible than it is at present.**

***Based on the consultation, our community supports:***

- Improved public transport services and/or a transport hub – in particular, more train services to Wellington and Palmerston North. However, a few people questioned the viability and cost of more services.
- Current carparking provision to be retained or increased, and if a transport hub is developed it will need a 'park and ride' facility.

- Improved walking and cycling shared pathways, although a few people voiced concerns about low patronage numbers.

### Issues

- Cars will be prevalent in Levin for the foreseeable future, although electric and driverless cars are likely to be more common.
- The railway station is currently some distance from the town centre, which is a barrier to use and connections with the town centre.
- Limited public transport options.
- Cycling and walking infrastructure is minimal.

## Objectives

- A rail station or public transport hub in the town centre located where it would encourage use and enhance connectivity, particularly for commuters to and from Wellington or Palmerston North, compared with the existing railway station location.
- Walking and cycling network connecting important local destinations to the town centre, such as schools, Lake Horowhenua, the coast etc.

- Car parking is strategically located to support access to the town centre, but does not dominate the quality and comfort of the town centre.
- Improvements to Queen Street to direct traffic, including pedestrians and cyclists, into town as well as to emphasise the link between the Tararua Ranges and Lake Horowhenua.



**Figure 9: Moving the train station into the town centre to create a 'hub' for public transport and creating a network of shared cycle/walking paths**

## Key

- |                          |                 |
|--------------------------|-----------------|
| Transport Hub            | Schools         |
| Existing Commercial Zone | Hills           |
| Town Core                | Lake Horowhenua |
| Pedestrian/cycle Network |                 |



# Opportunities and Benefits



## Social/Demographic

- Opportunity to improve transport choice in the community, reducing reliance on private vehicles.
- By 2028 over 36,000 people could be living in the Horowhenua and a substantial share of this growth will be in existing urban areas such as Levin. This growth will support improved public transport options.



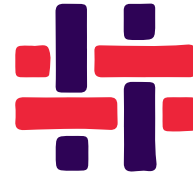
## Economic

- Opportunities for new activities and businesses to cluster around a transport hub located in the centre of town.
- Improved walking and cycling infrastructure boosts visitor numbers, generating more spending in town centre.



## Environmental

- Queen Street is wide enough for vegetation and plantings that connect the Tararua Ranges to Lake Horowhenua and improve amenity and biodiversity in the town centre. Concepts for this are currently being prepared and will link to shared pathways project.



## Cultural

- Cycling and walking infrastructure could support a cultural shift to more sustainable forms of transport, such as getting around Levin on foot or bike.

# Short Term Projects - 1-3 years

Project	Explanation	Consideration/s
<b>Laneway Development/Town Square</b>	<ul style="list-style-type: none"> <li>Laneway as an opportunity to improve pedestrian connection from Oxford Street to the western side of town. This encourages walking.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, State Highway 1 Bypass, Transport Options</i>
<b>Queen Street Upgrades</b>	<ul style="list-style-type: none"> <li>Improves connection into town as well as between the Tararua Ranges and Lake Horowhenua.</li> <li>Improve amenity of Queen Street through roadside plantings. This is important as Queen Street is a key east-west movement corridor.</li> <li>Opportunity to improve cycling infrastructure down Queen Street and into town.</li> </ul>	<i>Transport Options, Town Centre Identity</i>
<b>Develop Parking Strategy</b>	<ul style="list-style-type: none"> <li>Assess carparking demand, including demand for different carpark durations, mobility carparks, bikes, and electric vehicles. Understanding demand will enable assessment of alternative carparking areas which could enable different uses of the current mall carparking.</li> </ul>	<i>Transport Options</i>
<b>Shared Pathways</b>	<ul style="list-style-type: none"> <li>Encourage/advance the development of shared pathways that connect to the town centre.</li> </ul>	<i>Transport Options, Town Centre Identity</i>



(Source: Human Streets)



Potential for Queen Street to become a 'green street' with cycle lanes and street trees that links the hills to Lake Horowhenua via the town centre



Vehicles will still be prevalent and the town centre will need to be prepared with the appropriate infrastructure for the vehicles of the future



## Town Centre Identity

The Town Centre does not currently reflect the unique history and culture of Levin. Displaying this in our town centre will help us to develop as a destination, with a clear identity, attracting visitors and investment.

*Based on the consultation, our community supports:*

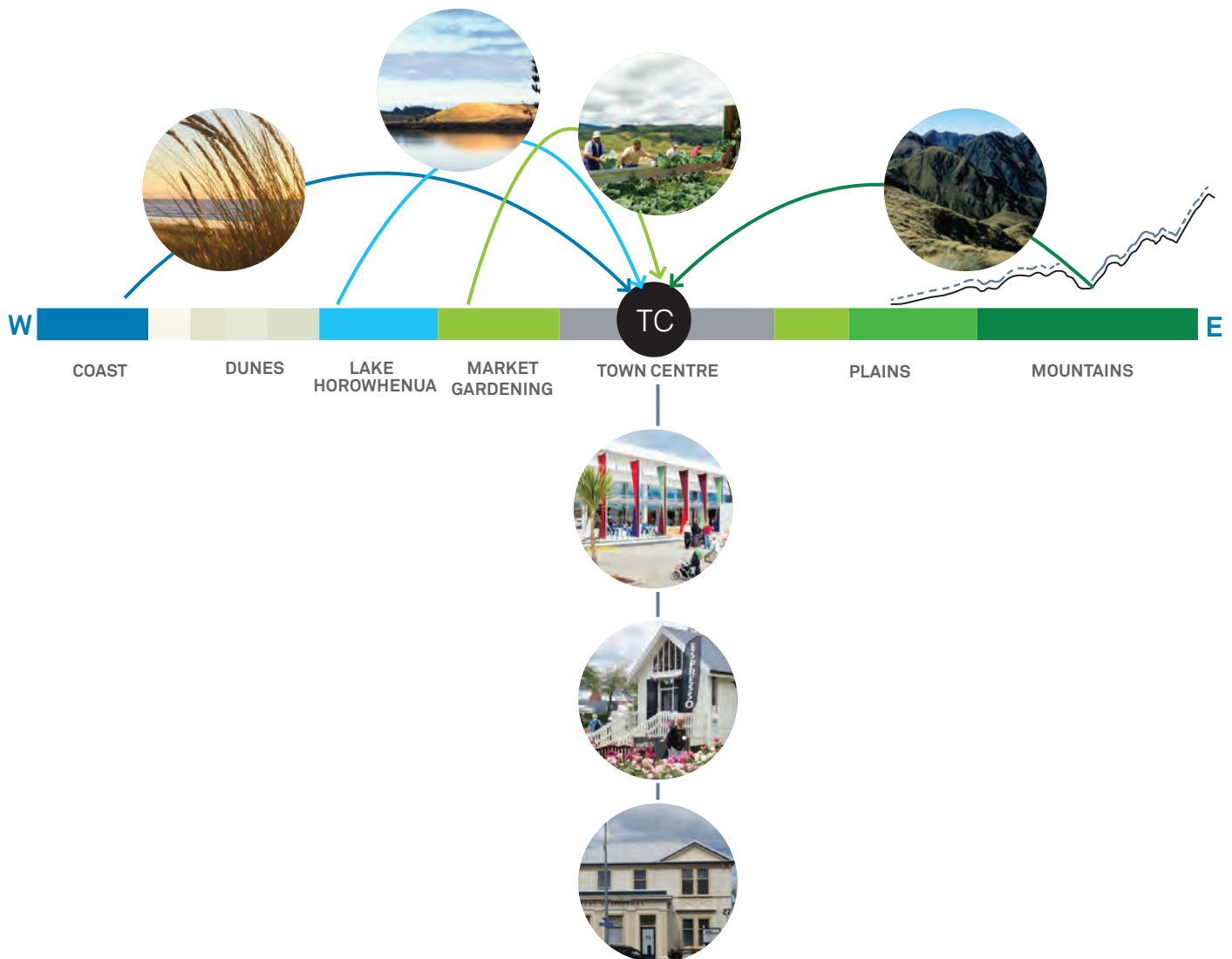
- General acceptance that our unique natural environment, good climate, and history should feed into our town centre's identity.
- Improving Lake Horowhenua would assist with building and marketing a positive identity, as would a cleaner and better maintained town centre.
- Recognise that Te Takeretanga o Kura-hau-pō is a unique and important facility in the town centre.

## Issues

- The town centre does not express Levin's unique identity and history. Therefore, there is no clear sense of place at present.

## Objectives

- Partner with iwi to shape the town centre's identity.
- Express the town's identity in the physical environment.
- The community use spaces in town for events, performances, or other creative activity.



**Figure 10: Drawing aspects of the wider landscape and community into the town centre and enhancing the good things the town centre does have will help to build an authentic sense of identity**



# Opportunities and Benefits



## Social/Demographic

- New development in the town centre offers an opportunity to tell Levin's story through design elements.
- Use 'Placemaking' to attract people to the town centre and take ownership. Placemaking can be small scale or large scale and should involve the community.



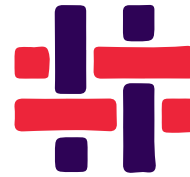
## Economic

- Creating a distinctive town centre identity raises the profile of Levin, attracting and retaining investment.
- The Levin "brand" becomes a selling point for local businesses.



## Environmental

- Opportunity to bring vegetation into the town centre to improve amenity and environmental outcomes.
- Opportunity to celebrate the District's unique and diverse natural landscape in the town centre.



## Cultural

- Opportunities to partner with Muaūpoko to ensure Muaūpoko history and culture is demonstrated in the town centre.
- Lake Horowhenua is an outstanding natural feature that has great cultural and historical significance. However, the town centre does not direct visitors to the Lake. There are opportunities to improve connection between the town centre and the Lake through planned upgrades to Queen Street.
- Make buildings the 'heroes' of the street, by improving their appearance and reducing number and size of signs.



# Short Term Projects - 1-3 years

Project	Explanation	Consideration/s
<b>Oxford Street Shop Frontage Improvements</b>	<ul style="list-style-type: none"> <li>Improve appearance of buildings on Oxford Street. For example, repaint and improve maintenance of verandas and fascia boards. Reduce amount of signage.</li> <li>Maintenance of street frontages and footpaths.</li> </ul>	<i>State Highway 1 Bypass, Town Centre Identity</i>
<b>Queen Street Upgrades</b>	<ul style="list-style-type: none"> <li>Improve connection between the Tararua Ranges and Lake Horowhenua, to celebrate our unique natural environment in the town centre.</li> </ul>	<i>Transport Options, Town Centre Identity</i>
<b>Options for Memorial Hall</b>	<ul style="list-style-type: none"> <li>Revitalise and reuse an iconic building in Levin.</li> </ul>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, Town Centre Identity</i>
<b>Placemaking Strategy and Initiatives</b>	<ul style="list-style-type: none"> <li>Opportunity to create a destination that people want to come to, due to inviting public spaces that have been developed alongside the community to have a point of difference.</li> <li>Placemaking as a means of connecting existing urban areas (the Rose Garden to Oxford Street, Oxford Street to the laneway, and laneway to Memorial Hall).</li> </ul>	<i>Town Centre Identity</i>
<b>Partner with Muaūpoko</b>	<ul style="list-style-type: none"> <li>Muaūpoko's cultural connection to and history of Taitoko/Levin and how we can partner with Muaūpoko to represent and reflect this in the future development of the town centre.</li> </ul>	<i>Town Centre Identity</i>

Example showing impact of cosmetic improvements.

**Before**



**After**



Jackson Street, Petone.

## Action Plan

Below is a brief table actions. The short term actions have been presented throughout the Strategy, with explanations about the objectives for these projects. Below, these actions are presented as a whole, along with the Strategy consideration they relate to and an estimated budget range for the project. The cost of delivering many of these projects will likely be shared between Council and other parties, such as private developers.

The medium and long term actions are presented in less detail. This is because it is important that the Strategy is flexible enough to allow us to take advantage of new opportunities as they arise. The exact nature of the medium and long term projects will be influenced and shaped by a number of factors, including the success of short term projects.

However, future projects will need to be assessed against the 'Big Six' considerations in the Strategy, to ensure they contribute towards achieving the overall vision for the town centre.

### Budget Key

\$ Up to \$100,000

\$\$ from \$100,000-\$500,000

\$\$\$ from \$500,000-\$1,000,000

\$\$\$\$ Over \$1,000,000

## Short Term Projects - 1-3 years

Project	Consideration/s	Budget Range
<b>Laneway/Town Square Development</b>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, State Highway 1 Bypass, Transport Options</i>	<i>Budget Range: \$\$\$\$ Likely to be delivered alongside a private developer</i>
<b>Oxford Street Cosmetic Project</b>	<i>State Highway 1 Bypass, Town Centre Identity</i>	<i>Budget Range: \$ Likely to require financial input from building owners</i>
<b>Options for Memorial Hall</b>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings, Town Centre Identity</i>	<i>Budget Range: \$\$\$</i>
<b>Placemaking Initiatives</b>	<i>Town Centre Activity</i>	<i>Budget Range: \$</i>
<b>Partner with Muaūpoko</b>	<i>Town Centre Identity</i>	<i>Budget Range: -</i>
<b>District Plan Review</b>	<i>Town Centre Activity, Spatial Orientation, Earthquake-prone Buildings</i>	<i>Budget Range: \$ Any plan change likely to occur alongside other plan changes</i>
<b>Queen Street Upgrades</b>	<i>Transport Options, Town Centre Identity</i>	<i>Budget Range: Existing budget</i>
<b>Develop Plan for Oxford Street Layout</b>	<i>SH1 Bypass</i>	<i>Budget Range: NZTA to contribute towards the cost of this</i>
<b>Develop Parking Strategy</b>	<i>Transport Options</i>	<i>Budget Range: Unknown</i>
<b>Shared Pathways</b>	<i>Transport Options, Town Centre Identity</i>	<i>Budget Range: Unknown</i>
<b>Develop Strategies to Respond to Earthquake-prone Buildings</b>	<i>Earthquake-prone Buildings</i>	<i>Budget Range: Unknown</i>
<b>Develop and Market a Destination Brand/Identity including events</b>	<i>SH1 Bypass</i>	<i>Budget Range: Unknown</i>

## Medium Term Projects - 4-7 years

Project	Objectives	Consideration/s
<b>Laneway or Connection to Courthouse and Rose Garden</b>	<ul style="list-style-type: none"> <li>• Connection over railway crossing, into Oxford Street</li> <li>• Boost use of existing facilities</li> <li>• Possibility of this connection linking future transport hub to Oxford Street</li> </ul>	<i>Town Centre Activity, Spatial Orientation</i>
<b>West Side Development</b>	<ul style="list-style-type: none"> <li>• Enable options for West Side Development, once link to Oxford Street has been established</li> </ul>	<i>Town Centre Activity, Spatial Orientation</i>

## Long Term Projects - 8-10+ years

Project	Objectives	Consideration/s
<b>Transport Hub</b>	<ul style="list-style-type: none"> <li>• Improve transport options</li> <li>• Link Levin to north and south</li> <li>• Connect into Oxford Street and established CBD areas, such as Courthouse, Oxford Street, Laneways, West Side Development</li> <li>• Act as 'hub' of activity</li> </ul>	<i>Transport Options, Town Centre Activity</i>
<b>Investigate need for Additional Laneways</b>	<ul style="list-style-type: none"> <li>• Boost connections between East and West</li> <li>• Provide additional social/recreational spaces</li> </ul>	<i>Spatial Orientation, Town Centre Activity, Town Centre Identity, Earthquake-prone Buildings</i>



## SHORT TERM PROJECTS (1 - 3 YEARS)

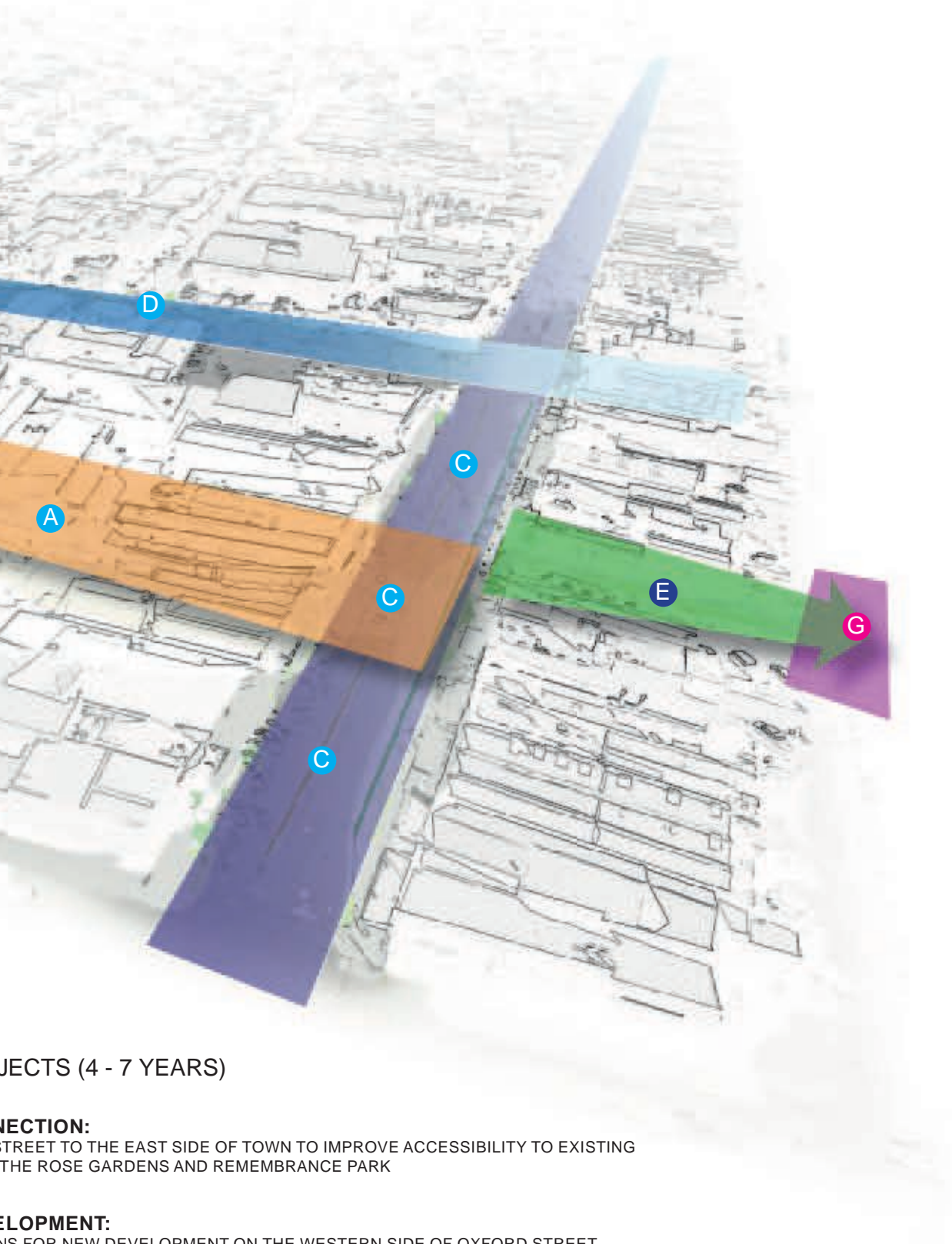
- A LANEWAY/ TOWN SQUARE DEVELOPMENT:**  
CONNECT OXFORD STREET TO THE WEST SIDE OF TOWN AND CREATE A CENTRAL PUBLIC SPACE WITH OPPORTUNITY FOR AN EVENING ECONOMY TO DEVELOP. *LOCATION TO BE DETERMINED*
- B OPTIONS FOR MEMORIAL HALL:**  
DETERMINE OPTIONS FOR HOW MEMORIAL HALL COULD BE USED TO CONTRIBUTE POSITIVELY TO THE TOWN CENTRE
- C OXFORD STREET IMPROVEMENTS:**  
IMPROVE THE APPEARANCE OF OXFORD STREET AND DEVELOP A PLAN FOR OXFORD STREET REVOCATION
- D QUEEN STREET UPGRADES:**  
IMPROVE THE ROAD CORRIDOR OF QUEEN STREET, INCLUDING LOOKING AT OPPORTUNITIES FOR STREET PLANTING AND CYCLEWAYS

## MEDIUM TERM PROJECTS

- E EAST SIDE CONNECTIONS:**  
CONNECT OXFORD STREET TO THE EAST SIDE OF TOWN AND INVESTIGATE OPTIONS FOR FACILITIES SUCH AS A MARKET
- F WEST SIDE DEVELOPMENT:**  
INVESTIGATE OPTIONS FOR DEVELOPING THE WEST SIDE OF TOWN

## LONG TERM PROJECTS

- G TRANSPORT HUB:**  
UNDERSTAND FUTURE TRANSPORT NEEDS AND INVESTIGATE OPTIONS FOR A TRANSPORT HUB



**PROJECTS (4 - 7 YEARS)**

**SECTION:**  
 STREET TO THE EAST SIDE OF TOWN TO IMPROVE ACCESSIBILITY TO EXISTING  
 THE ROSE GARDENS AND REMEMBRANCE PARK

**DEVELOPMENT:**  
 SITES FOR NEW DEVELOPMENT ON THE WESTERN SIDE OF OXFORD STREET.

**PROJECTS (8 -10+ YEARS)**

**3:**  
 THE NEED FOR A PUBLIC TRANSPORT HUB CLOSE TO TOWN

*THIS IS A DRAFT CONCEPT AND WILL BE UPDATED AS PLANS DEVELOP*



# Next Steps and Conclusion

During the summer of 2018/19, we plan to begin some 'placemaking' activities. This is a hands-on opportunity for the community to get involved and put their stamp on the town centre. Stay tuned to Council's social media channels and the local newspaper for more information.

For the majority of the actions identified in the Strategy, the next step is to prepare individual project plans and implementation timeframes for each of the short term actions. This will determine the details of each project, how they relate to each other, the order in which they should proceed, the cost involved and the possible funding sources. Council will work with the community, stakeholders and the Town Centre Reference Group (involves iwi, business owners, disability support groups etc.) to prepare these plans. Relevant experts, such as Urban Designers, will also assist.

It is also important to recognise the importance of being flexible and being able to respond to new opportunities as they arrive.

Once there is sufficient information about the detailed costs to Council and benefits to the community associated with each project, we will seek funding to complete the Council-led works.

Once all the groundwork is done, the exciting part begins – transforming Taitoko/Levin!

