

# TE ARA HOU



## Reimagining and reconnecting the Whakatāne town centre and riverfront

- What do you love about the Whakatāne town centre and riverfront?
- What would you change if you could?
- Now's your opportunity to help shape the future of the CBD

Te Ara Hou is a once-in-a-generation opportunity to revitalise the Whakatāne town centre and riverfront area, strengthen ties within the community and the awa (river), and create long-lasting social, environmental, cultural, and economic benefits for years to come.

Funding has been secured from central government for projects that can revitalise our town centre and riverfront areas. Council has matched this using the harbour fund, so there's now more than \$20 million available for town centre and riverfront redevelopment (including wharves package), with no impact on rates.

*Use your imagination - what we do is up to you*

### Town Centre and Riverfront engagement

#### STAGE ONE

The first engagement is on high level objectives and principles. We're asking people to

**"Tell us what matters to you most about the town centre and riverfront areas."**

Is it:

- A place that celebrates our unique culture?
- A town centre connected to the riverfront?
- Better spaces for events and activities?
- A vibrant dining and retail destination?
- A pedestrian and cycling-friendly CBD?

Or something else – let us know.

**From October to November we'll analyse your feedback and come back with some concept designs.**

**We haven't made any decisions on the two development sites yet.**

#### STAGE TWO

The next stage of engagement will be asking you for your thoughts on the concept designs that will be developed from your feedback. We'll use this information to come up with a preferred design by the end of the year.

**We need your feedback - we are listening.**

TE ARA HOU  
IS SUPPORTED  
THROUGH



PROVINCIAL  
GROWTH  
FUND  
TUAWHENUA



*Innovating Streets  
lets us trial some  
design options on  
a temporary basis*

## Design trial

We've also secured separate funding from Waka Kotahi's Innovating Streets initiative which will allow us to reimagine spaces on a temporary basis before we commit to them. This will let you 'walk through' the design so you can experience the space and let us know your thoughts.

*Current visual concepts are available  
online to get you thinking*

*There's NO impact  
from Te Ara Hou  
projects on rates*

## Car parking

Parking is a huge issue. We hear this. Council is taking a strategic approach to how we continue to provide parking in the CBD so that people can access the town centre to shop, go to work, do business and for entertainment.

**We might need to reconfigure parking in the CBD; however, there are no plans to reduce the overall number of spaces available.**

Kākahoroa Drive parking area is probably the most strategic piece of land available for a potential refresh of our CBD. What we are asking people to do is to think about how this area could function if we use some of it to reconnect with the river, create event spaces, green spaces and/or open up development for river-facing business, residential and entertainment premises. (And create alternative, convenient parking spaces in other places).

**Join the conversation – tell us what you think by 5pm on Friday, 16 October 2020.**

**Submit online:** [koreroMai.whakatane.govt.nz](https://koreroMai.whakatane.govt.nz)

**Email:** [submissions@whakatane.govt.nz](mailto:submissions@whakatane.govt.nz)

**Post to:** Whakatāne District Council,  
Private Bag 1002, Whakatāne 3158

**Deliver to Council Offices:**  
Commerce Street, Whakatāne or  
Pine Drive, Murupara

