

Kaitāia Concept Masterplan

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Rev B

JASMAX

eclipse) architecture



1.2 Objectives

The below objectives have been adopted from the First Retail Kaitāia Town Centre report which were developed through engagement with stakeholders.



Heart of the Community

A Town Centre that enables and reflects community aspirations, needs and values delivering connection, amenity and function. Kaitāia as a destination of pride and preference for the local and regional community – attracting people to the Centre on a favoured, regular and habitual basis to connect, spend time, enjoy experiences, provision and replenish.



Safe, Vibrant and Welcoming

An inclusive and uplifting place that people feel confident, comfortable and rewarded in coming to – inspiring the support and goodwill of its community and visitors to the area.



Locally Flavoured and Reflective

Leveraging Kaitāia’s strong cultural heritage, pride and determination to develop a brand and promise for the Town Centre that delivers an enriching and immersive experience reflecting Kaitāia’s unique tri-cultural heritage. Unifying place and people through shared values that set this part of Aotearoa apart - creating advantage through back-story and culturally diverse narrative.



Unlocking Transformational Sites

The former Warehouse and Pak’n’Save sites create potential to secure new, anchor businesses and mixed uses – such as offices, public space, amenity and appropriate residential and/or visitor accommodation, that will attract people back to the Town Centre. Identifying other key sites within the Town Centre that show potential for future opportunity.



Natural Environment & Built Environment

Recognising our place in, and responsibility to the natural environment and embracing a Kaitiaki approach to the care. Management and use of natural resources character. Identifying key strategies to improve the look, feel and function of the Town Centre through façade improvements, greater activation and vibrancy of street fronts and public realm areas and the development of area. Tying together the inter-connectivity between natural and built environments through improved movement pathways.



Improving Connectivity

Improve accessibility and connectivity between existing amenities, whilst creating new pedestrian focused pathways between key transformational site to enhance liveability. Establish a road hierarchy within Town Centre and increase access to surrounding natural environment / features.

2.9 Kaitāia Town Centre - Opportunities and Constraints



- Kaitāia town centre benefits from many existing and proposed amenities and a significant amount of open space including the two awa corridors.
- The quality the open space and amenity is mixed with some spaces performing well and others in need of investment.
- Commerce Street provides an important central retail main street servicing both Kaitāia and the wider regional catchment.
- Currently it is performing relatively well between Empire Street and the mid block of Bank Street to Redan Road with consistent active frontage to the street and a relatively high level of tenanted buildings.
- Centennial Park provides a mix of active and passive activities. However land ownership is fragmented and access is poor.
- Te Ahu community centre is an important asset to Kaitāia housing the library, community and youth functions however its connection to the town centre is poor
- Many sites within the broader town centre core as illustrated adjacent are under developed or vacant and provide the opportunity for consolidated investment within the centre.
- The key opportunity within Kaitāia is to leverage the existing amenity, open space and development opportunities around a consolidated centre core. Focusing investment in a coordinated manner to strengthen its already distinctive and valued attributes.

Existing Amenity

- Food and Beverage
- Religious Facility
- Playground
- Supermarket
- Local Business
- Skate Park
- Community Centre
- Bowls
- Tennis Court
- Library
- Sports Fields

Key

- Existing Roads
- Existing Lanes
- Existing Quality Frontage to Commerce Street
- Opportunity to Improve Frontage to Secondary Streets
- Tertiary Frontage
- Land Susceptible to Flooding
- Awa walkway
- Commercial and Retail Core
- Outdoor Amenities and Recreation
- Key Development Sites
- Proposed Town Centre Boundary



3.1 Spatial Framework - Key Moves

Four key moves have been identified to develop a coordinated spatial framework. The four moves outlined below and adjacent seek to consolidate investment and development around Kaitāia’s existing key amenity.

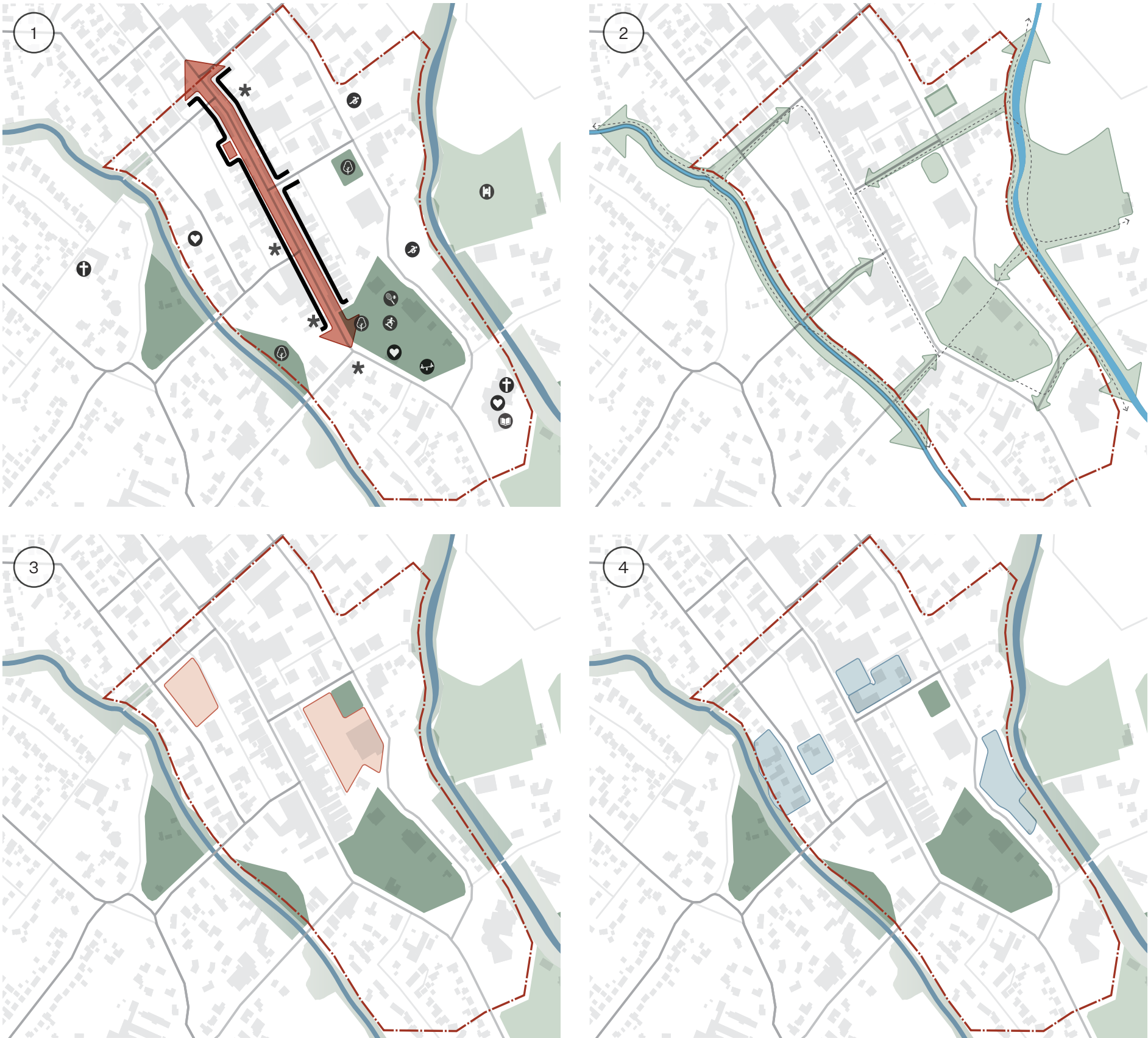
- 1

Support and invest in Kaitāia’s main street from Empire to Bank Street
 - Invest in upgrading facades and canopies
 - Investigate parklets to provide amenity and landscape along Commerce Street
 - Partner with local businesses to revive buildings with historic merit - refer 2.6
- 2

Utilise Kaitāia’s existing open space to establish a green / blue network which connects the towns social and community amenity
 - Investigate walking and cycling routes along the existing awa corridors. Opportunities to bridge over to link existing open space and amenity
 - Utilise existing streets to connect open space with town centre through street trees and planting
 - Replant riparian edges along awa to improve biodiversity and habitats
 - Work with local land owners to improve Centennial park to enable a high quality “village green”
- 3

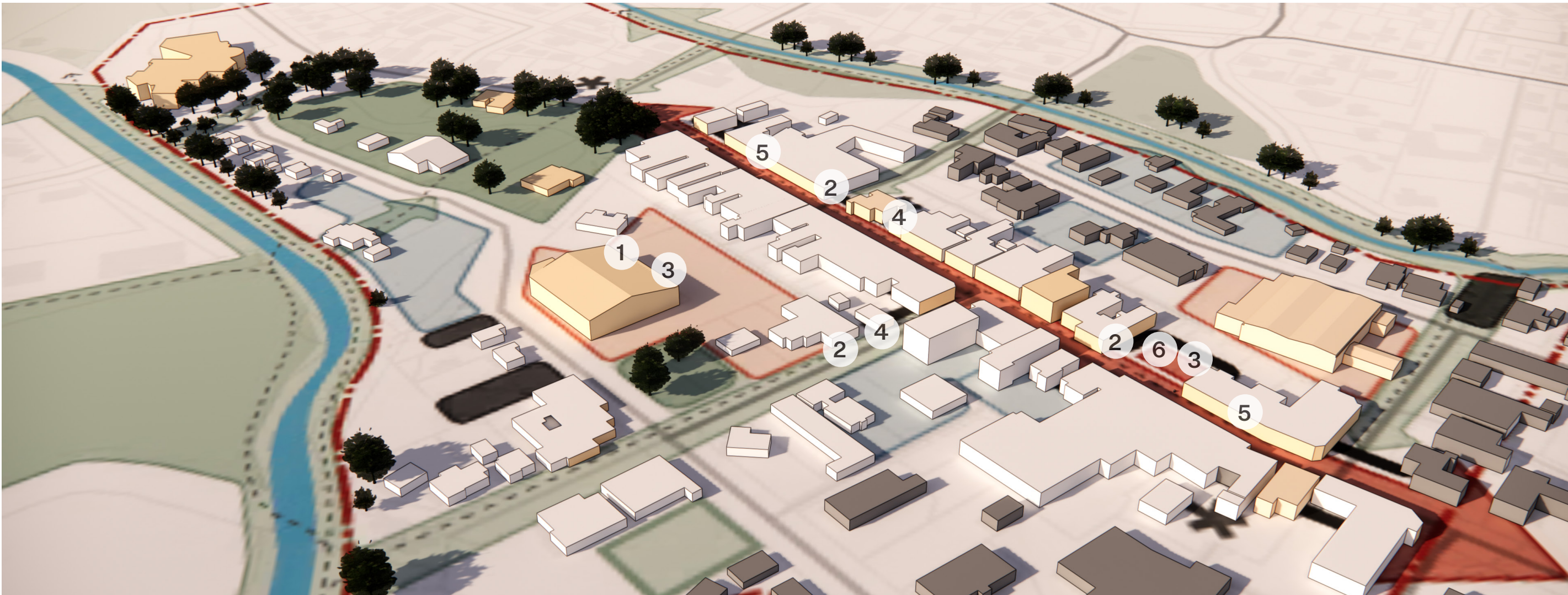
Leverage the two key development sites to catalyse social and economic growth within the town centre
 - Partner with local businesses to develop strategic landholdings
 - Provide for a mix of uses which will contribute to the activation of the town centre
- 4

Work with existing landowners to develop large town centre sites to maximise activity within Kaitāia
 - Identify opportunities for redevelopment of sites within core of town centre
 - Look for opportunity to enable residential development within the town centre to support local amenity and increase activity



3.3 Kaitāia Town Centre - Immediate Opportunities

The immediate opportunities highlight short term goals that will help build momentum for positive tangible change within Kaitāia town center.



1 Site Activation
Connecting with community groups to create lively and active sites that bring people together regularly.



2 Stencil Art
Using locally designed and curated stencil art and colour palette to cohesively enliven the streetscape.



3 Murals
Large scale art to tell stories of the rohe, adding vibrancy and shared narrative that is celebrated by all.



4 Planting
Raised gardens create green, lush surroundings, whilst encouraging bird & bee life to thrive.



5 Improve Façades
Refresh of the Commerce Street façades establishes Kaitāia as a place to invest, explore and enjoy.



6 Temporary Town Square
A fantastic opportunity for community engagement to explore what a town square is in Kaitāia.

3.4 Kaitāia Town Centre - 5 year Plan

The 5 year plan looks at short to mid-term goals which act as an economic boost to Commerce Street and surrounds through commercial investment. These will enable further community focused outcomes such as rejuvenated streetscapes, increased commercial choice, care and enhancement of natural surrounds and a new permanent Town Square.



1 Develop Key Sites

Development of key sites will help unlock, and enliven the heart of Kaitāia through community and commerce.



2 Activated Streets & Frontages

Providing cared for and connected shop fronts is key to establishing a people friendly environment.



3 Urban Living Room

The new Town Square will provide a welcoming space for people to gather, relax, play, eat and connect.



4 Road Treatment

Use road treatment to signal the edge of Kaitāia's inner-city and delineate pedestrian areas. Clear, playful, safe.



5 Inner-city Living

Establish attractive, comfortable and modern housing opportunities for young professionals & families.



6 Co-Lab Development

Develop a contemporary shared-working space for complimentary business initiatives.

3.5 Kaitāia Town Centre - 15+ year Plan

The 15 year plan reinforces the established framework that has been set up. It focuses on continued positive community outcomes through public amenity, investment in the natural vistas, provision of good housing, attention to pedestrian safety measures and ease of access to high-quality retail offerings.



1 Parklets
Kerb extensions and parklet build-outs with painting create welcoming and safe places to dwell and gather.



2 Melba Street Frontage
Improving the frontage along Melba Street to help reinforce Commerce Street developments.



3 Greenway Planting
Investment in biodiverse planting along the Eastern and Western awa levies.



4 Parking
Sites around the town center have been allocated for public parking, including upgrades to Melba Street where angle parking is possible.



5 Residential Development
A riverside housing development allows people to have the best of both the natural environment and easily accessible amenity.



6 Traffic Calming Measures
Applying traffic calming measures to key locations to pedestrian safety.

3.6 Kaitāia Town Centre - 25+ year Plan

The 25 year plan looks to the future of Kaitāia as well-balanced township with great amenity, accessibility, connectivity and opportunity. It equally focuses on the well-being of its people, natural surrounds and flourishing local economy, enabling enduring positive return for those who live here.



1 Residential Development
A mixture of housing typologies will enable the needs of many to be met, whilst living in a lush, welcoming environment.



2 Village Green
Reclaiming Jaycee Park as a focal point of the community to grow around.



3 Greenways Continued
Links between East and West of Commerce street through greenways pull in the natural surrounds.



4 Mixed-Use Development
Mixed-use developments create dynamic areas of growth, weaving together complimentary programmes.



5 Streetscape Maintained
Continued care of garden-beds and streets is required by an agreed entity / group.



6 Improved Connectivity
Focus on improving pedestrian pathways and cycle ways for ease of access to all.

3.7 Kaitāia Town Centre - Cultural Opportunity Te Puna Oranga - The Wellspring of Life

Expression of and invest in the narratives, whakapapa, taiao and mauri of Kaitāia and its people. Creating a sense of kinship, collective ownership and pride in the shared history of the rohe. Engaging with mana whenua will be critical to achieving successfully curated, meaningful and enduring interventions throughout the town center.



1 Rākau / Māra -Trees / Gardens
Reconnecting people to the natural environment; native planting and biodiverse gardens. Empowering people through shared mārakai.



2 Ātea - Space for formalities
Creating places to gather for community events and formalities.



3 Te Ara - Paving Opportunities
Capturing narratives from the rohe in the streetscape, building identity and place-making.



4 Tomokanga - Entry Threshold
Waharoa and streetscaping to establish thresholds within the town centre.



5 Pou Whenua - Sculptural Pou
Pou to create an identity, aesthetic and way finding system through Kaitāia and connecting greenways.



6 Wahi whakahira - Expressive Moments
Murals, lighting, stencil art used on façades, lane ways and awnings.

4.1 Kaitāia Town Centre - Town Square Immediate Opportunities

Tactical Urbanism

With the redevelopment of the Pak'n'Save site there is an immediate opportunity to deliver a new town square on Commerce Street. The use of a tactical urbanism approach enables quick results, flexibility and the opportunity to engage with the local community, iwi and stakeholders to co-design the long term vision for this pivotal public space.



1 Place-Making Murals
Through community engagement locally-flavoured murals add vibrancy.



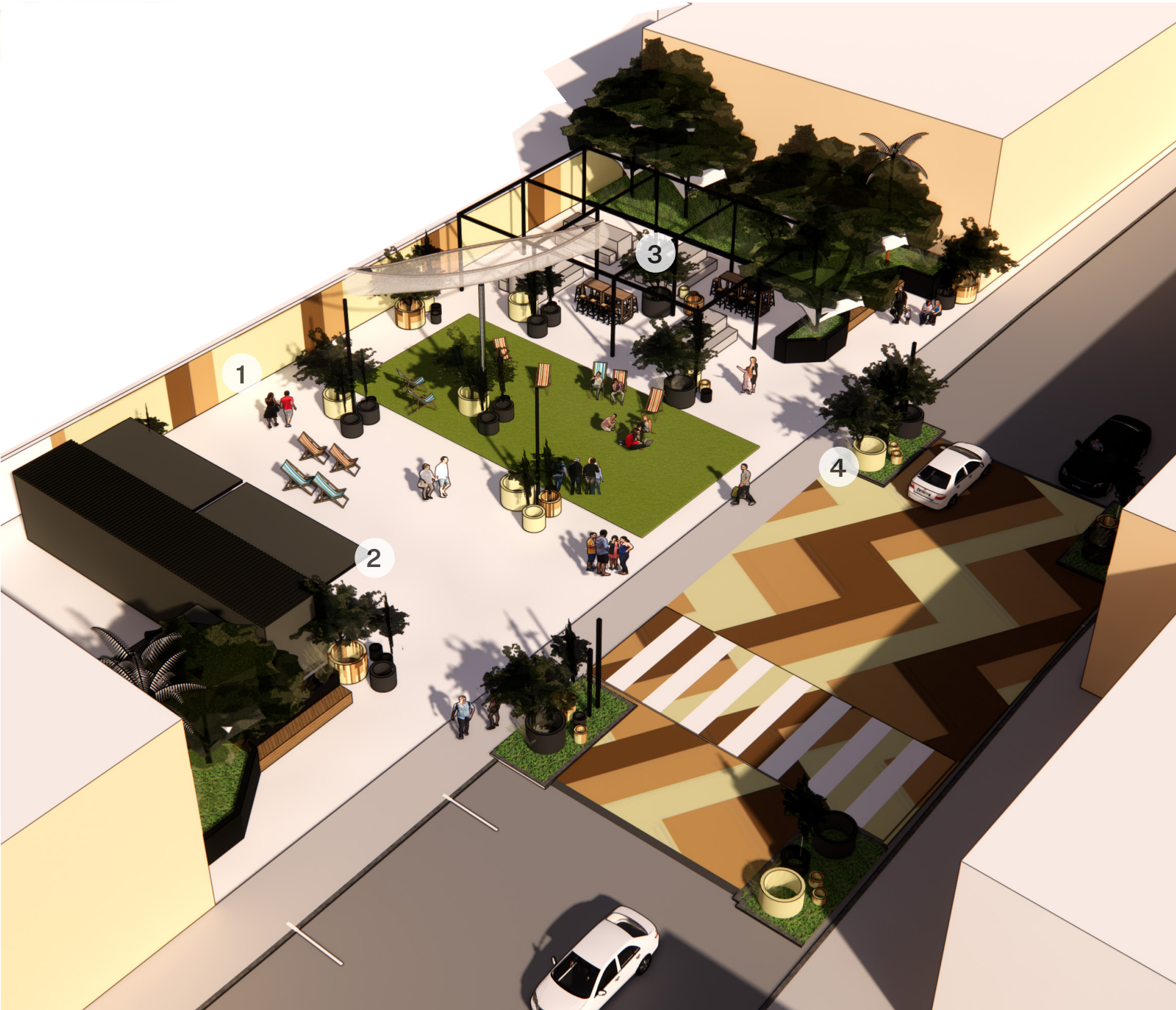
2 Food & Beverage
Opportunity to make use of pop-up container food and beverage offerings from local vendors.



3 Shelter & Seating
Installation of a simple and attractive shelter & seating provides the community with a place to gather and connect.



4 Parklets & Planting
Parklets built out with new planting define the space for future kerb build outs and extend the public realm.



4.2 Kaitāia Town Centre - Town Square

5 -10 year Plan

Utilising the full width and depth of the existing site allows for the development of an appropriately sized public space that is activated through curated development on the west and south sides. Introducing a pedestrian crossing, raised road treatment and planting on Commerce Street extends the public space to interact with the retail on the eastern edge and provide a visible gateway into Kaitāia town centre from the north.



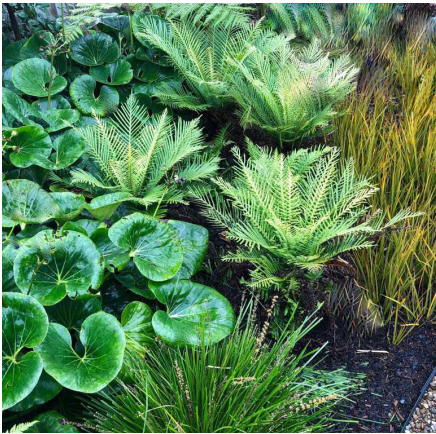
1 Site Development

Curated food and beverage offerings will activate the Town Square creating an urban dining room to be enjoyed by all. There is opportunity to also provide community facilities such as a space for local youth.



2 Central Arcade

The central arcade with active edges engages people providing a safe pedestrian route to Puckey Ave during the day. By night the arcade can be closed off giving retailers a sense of security to the



3 Planting

Well designed gardens of local flora encourage bird and bee life, add biodiversity and extend the public realm along Commerce Street.



4 Traffic Calming Measures

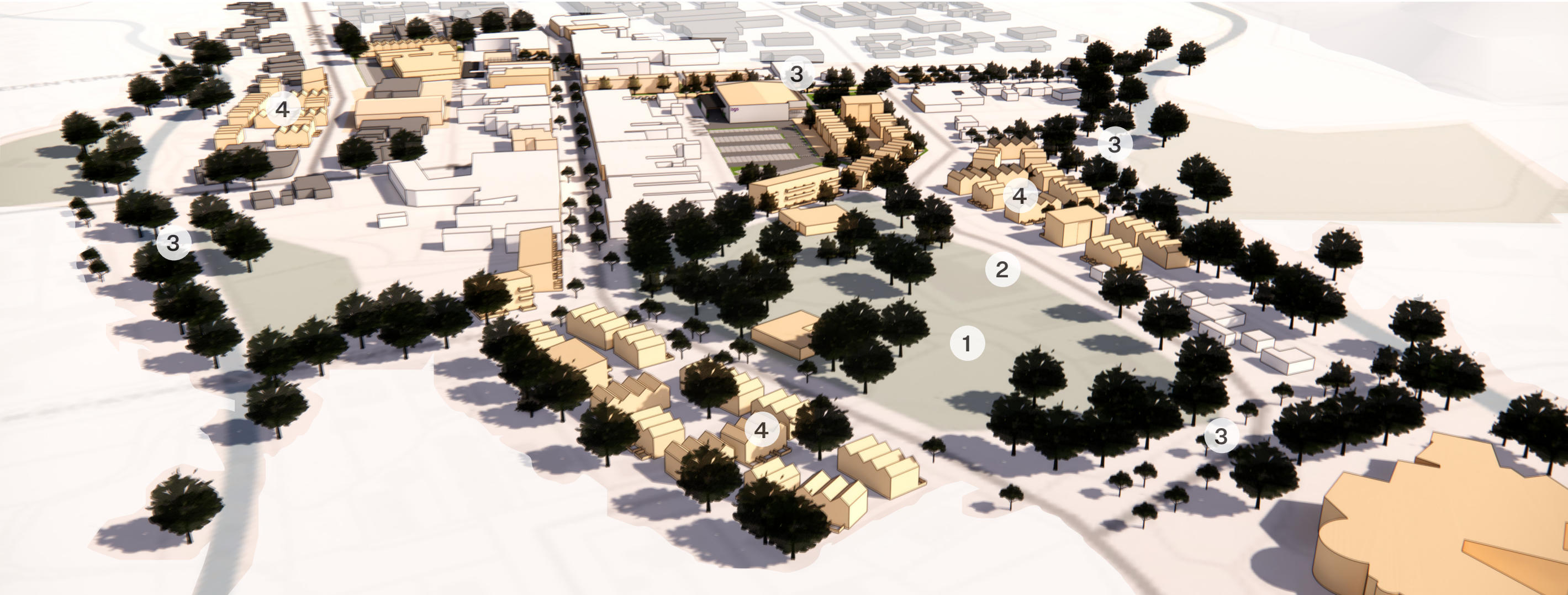
A raised road treatment with pedestrian crossing provides the community with safe and attractive connectivity from east to west across Commerce Street.



4.3 Kaitāia Town Centre - Village Green

Heart of the Community

Jaycee Park provides much of Kaitāia’s existing community amenity including its adjacency to Te Ahu. By focussing investment on the park and working with existing landowners the leafy open space could develop as the heart of the Kaitāia community, linked by green walking and cycling networks to the awa and the main street. Overtime introducing residential development to support the existing and future amenity.



1 Enhance the Existing

Continue to invest in Jaycee Park facilities and spaces, lift the tree line creating better visibility.



2 Relocate Businesses

In time look to relocate business’ to more appropriate areas allowing the park to be a committed public space.



3 Improve Connectivity

Extend the existing awa walking loop by Te Ahu to include a full loop of the town, include cycle ways.

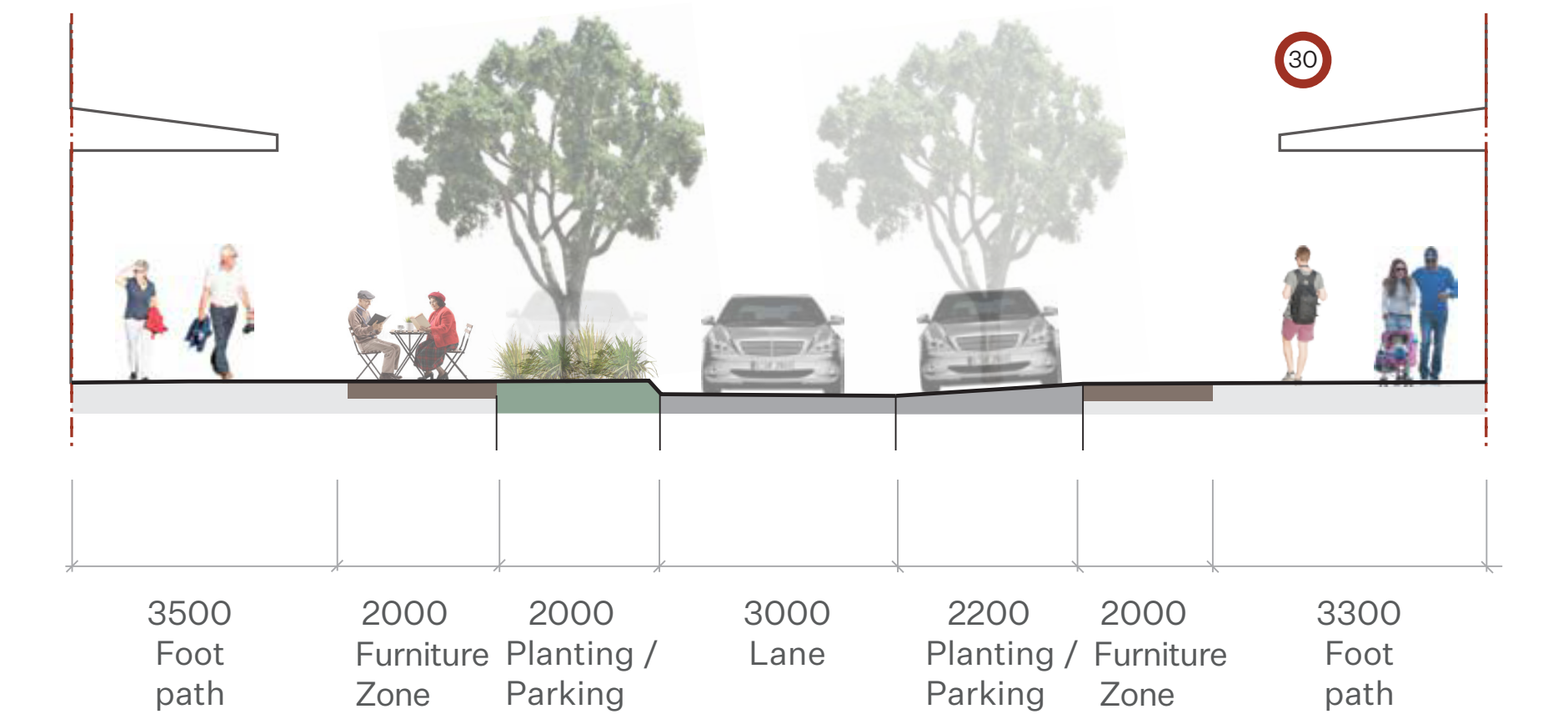


4 Residential Development

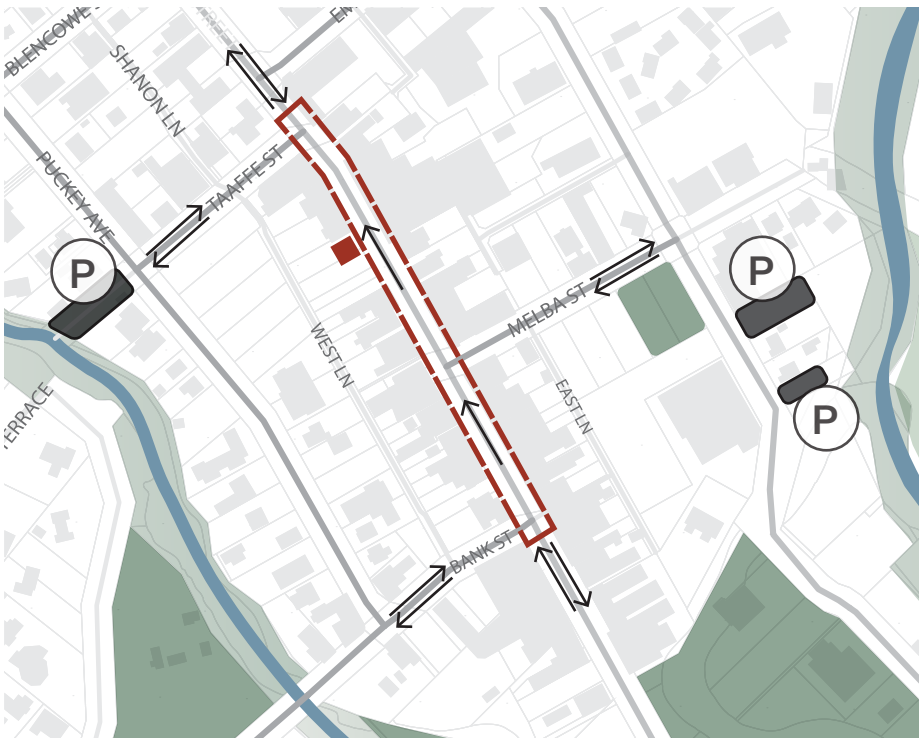
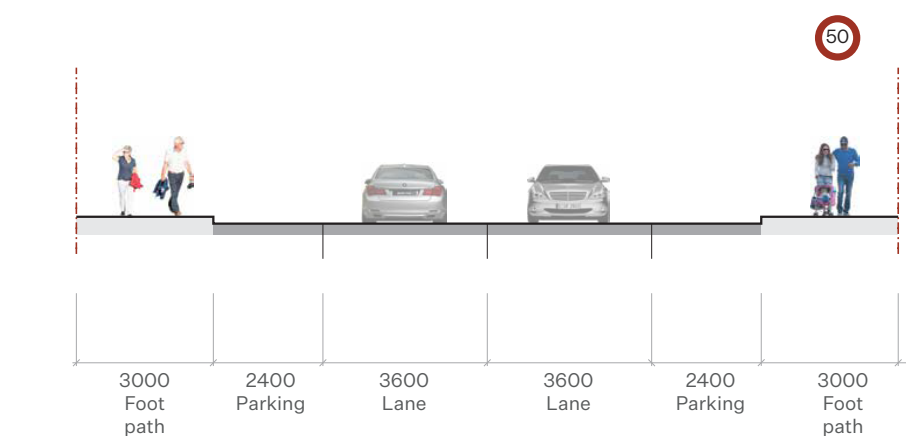
Future residential developments will be beneficial to the local economy and can be developed to suit the needs of the community.

4.4 Street improvements - Commerce Street

Potential Future Street Sections - One-way and Kerb Extensions



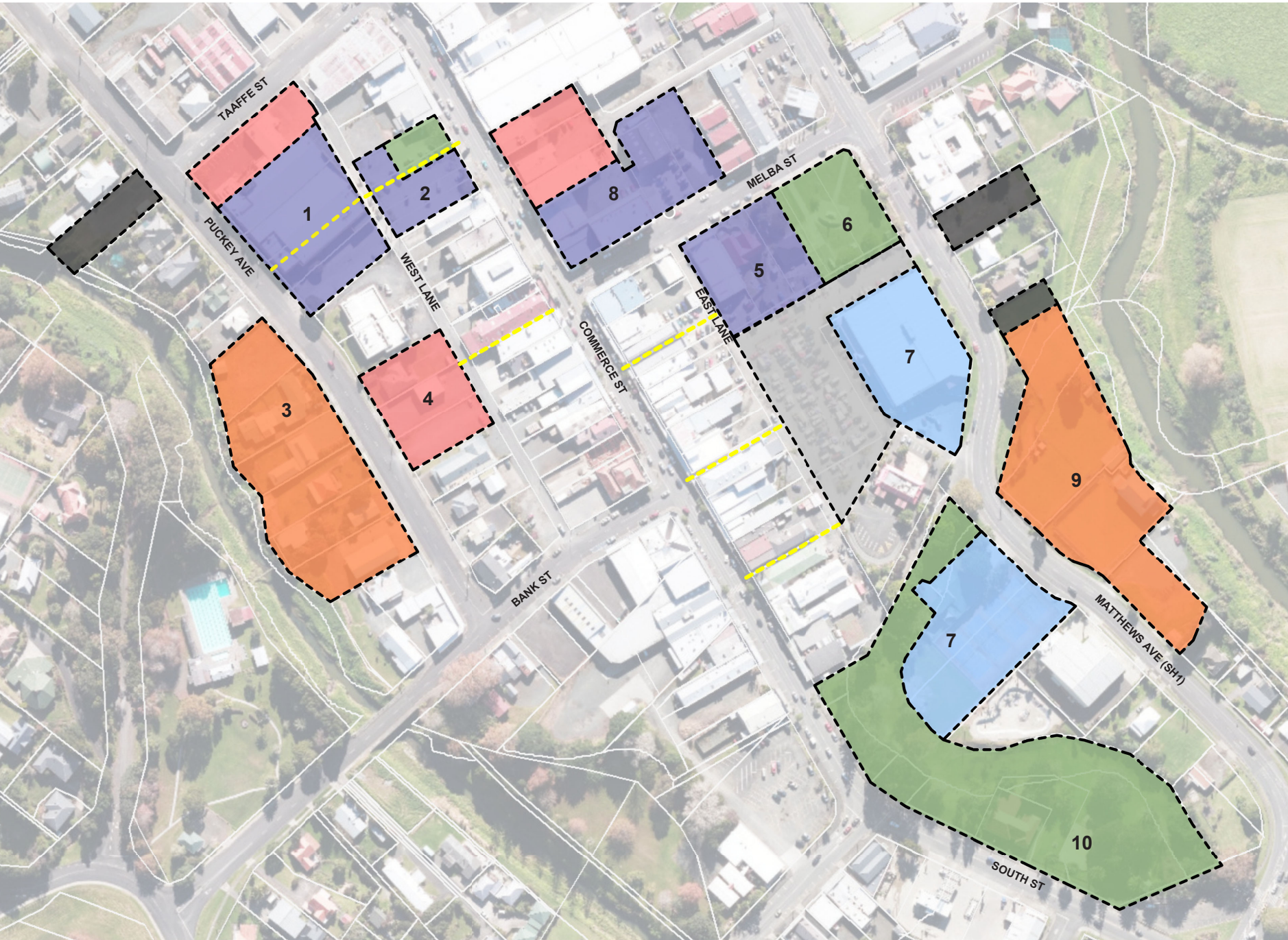
Existing Section



Commerce Streets’ existing width and relatively strong retail frontage provides a fantastic long term opportunity to reallocate areas of the corridor to prioritise walking, cycling and occupying Kaitiāia’s main street. Sections of the main street could be reduced to one way, directing traffic down the existing side street network to allow for outdoor dining, trees and vegetation. Parking could also be accommodated where appropriate and supplemented by consolidated carpark lots on the edge of the town centre.



Appendix I - Key Site Masterplan



LEGEND:

- PUBLIC REALM
- COMMERCIAL DEVELOPMENT AREA
- MIXED USE AREA
- RESIDENTIAL DEVELOPMENT AREA
- RECREATION AREA
- PUBLIC PARKING AREA
- PRIVATE/PUBLIC PARKING AREA
- ACCESSWAY

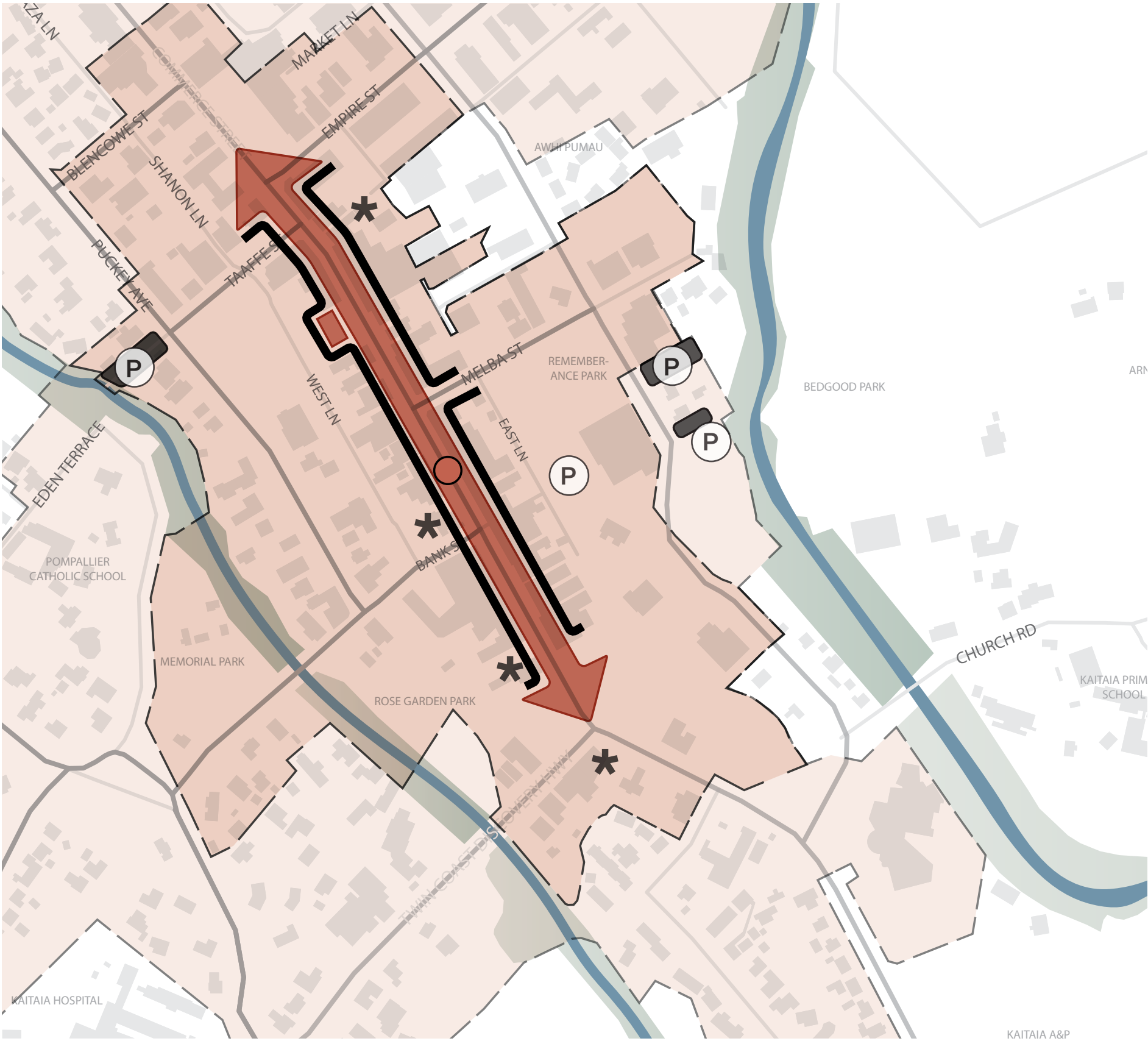
SITE LEGEND:

No.	SITE DESCRIPTION	USE
1	OLD PAKNSAVE SITE	COMMERCIAL/ MIXED USE
2	TOWN SQUARE (CENTRAL)	PUBLIC REALM/ ACTIVATED RETAIL
3	PUCKEY AVE HOUSING	RESIDENTIAL
4	MIXED USE SITE	MIXED USE
5	COUNTDOWN SITE	COMMERCIAL
6	REMEMBRANCE PARK	PUBLIC REALM
7	EXISTING RECREATION AREA	RECREATION
8	EMPIRE MART SITE	COMMERCIAL/ MIXED USE
9	MATTHEWS AVE HOUSING	RESIDENTIAL
10	TOWN SQUARE (SOUTHERN)	PUBLIC REALM

Appendix I - Indicative Parking Strategy

The adjacent diagram shows the indicative walking distance from the centre of Commerce Street in relation to opportunities for consolidated parking. The darker red area donates 5 minutes walk from the centre of Melba Street and Bank Street intersections. The lighter donates 10 minutes walk.

- Key
- Existing Roads
 - Existing Lanes
 - Centre of Calcuated Walk Area
 - 10 Minute Walk from Commerce Street
 - 10 Minute Walk from Commerce Street
 - Consolidated Parking Opportunity
 - P
 - Commerce Street Focus Area



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