

Under Separate Cover

Placemaking in Bulls

Attachments 1 – 4

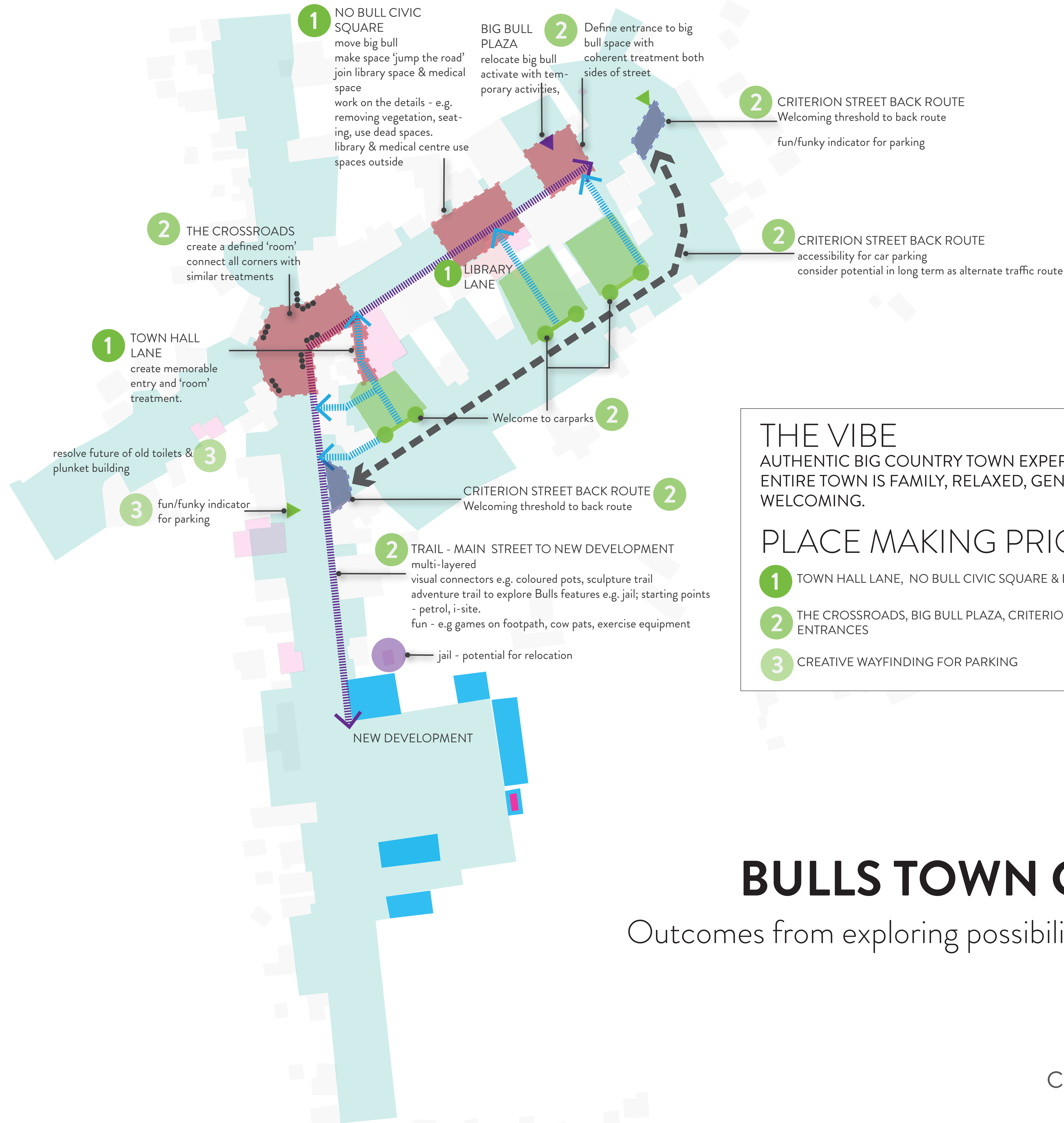
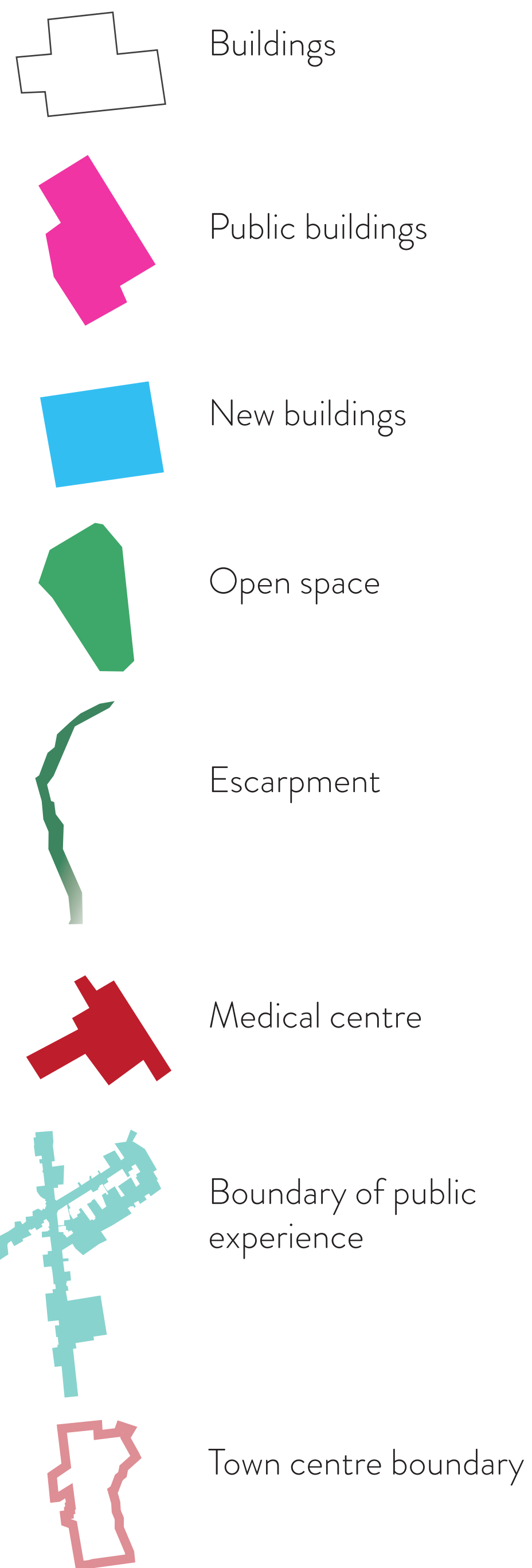
Page 2 – Bulls Town Centre Workshop (December 2013)

Page 3 – Bulls Town Centre Plan (June 2014)

Page 40 – Bulls 7-day Makeover (February 2016)

Page 50 – Placemaking in Bulls Super Final (July 2014)

LEGEND



THE VIBE

AUTHENTIC BIG COUNTRY TOWN EXPERIENCE, WHERE THE ENTIRE TOWN IS FAMILY, RELAXED, GENEROUS AND WELCOMING.

PLACE MAKING PRIORITIES

- 1** TOWN HALL LANE, NO BULL CIVIC SQUARE & LIBRARY LANE
- 2** THE CROSSROADS, BIG BULL PLAZA, CRITERION STREET AND CARPARK ENTRANCES
- 3** CREATIVE WAYFINDING FOR PARKING

BULLS TOWN CENTRE

Outcomes from exploring possibilities workshop
8 Dec 2013



JUNE 2014 v1

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PO Box 442 Ashgrove Q 4060, Australia

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CLIENT: Rangitikei District Council
Version 1: 16/5/2014



1. EXECUTIVE SUMMARY

Five strategies

1. Create people places
2. Enhance travellers experiences
3. Provide a safe and engaging pedestrian experience
4. Reinforce Bulls as a destination
5. Slow traffic and create a safe environment



Purpose

The purpose of the Bulls Town Centre Plan (TCP) is to establish an agreed framework and guide for:

1. The future management and development of the public areas (including roads/footpaths), and Council facilities and properties in central Bulls;
2. The nature and timing of the development and associated funding decisions of the public and private sector.

Place based approach

The Bulls Town Centre Plan uses a “place-based approach” to planning. It focuses on how the town will best work as a “people place” for both locals and visitors. This is especially important for Bulls because the local economy is highly reliant on attracting visitors and getting passing traffic to stop.

Place-based planning is very different to the rational approach to planning which tends to deliver spaces that lack “heart and soul”.

Making it happen

The Town Centre Plan will require a coordinated approach to translate the strategies and tactics into results on the ground. The four work streams are:

1. Collaboration and negotiation with stakeholders.
2. Design briefing, design, and cost estimation.
3. Funding and prioritising through the Long Term Plan and aligning Asset Management.
4. Community Action Plan

Two high priority projects were identified during community engagement:

- A safe crossing point across State Highway One on Bridge Street.
- The Multipurpose Facility and public space.

2. INTRODUCTION

Background

In 2002/03 a major redevelopment was proposed in Bulls, being centred around the corner of High, Bridge and Criterion Streets, the site of the existing Information Centre/Bus Depot and included an upgrade to the road environment along Bridge Street. This proposal was supported by the Bulls & District Enterprise, Bulls & District Coordinating Group and the Bulls Community Committee, and a 1000+ signature petition. The proposal, which was advanced by a developer seeking a partnership with the Rangitikei District Council, was considered by the Council in early 2003, and a detailed assessment of the costs was commissioned. The redevelopment proposal was costed at more than \$5 million, but was not progressed by the developer. Despite this decision the Council believed there was still significant benefit in upgrading Bridge Street, including under-grounding power.

In 2006 the Council investigated a concept for a new community centre, incorporating library, information centre, cultural, social and sporting amenities, and retail activities. The Council initiated consultation on the proposal with key stakeholders. This idea was not progressed.

The Council's 2006 long term plan (LTP) signalled funding for the upgrade of pedestrian facilities on Bridge Street, including widening footpaths/creation of on street parking and under-grounding power. This upgrade was undertaken in 2007/08.

Council's 2012–22 LTP signalled the co-location of the Bulls Library and Information Centre activities, and the development of a long term plan for Bulls CBD. In

2013 Council considered a proposal to co-locate these services, evaluated a range of options and consulted with the community. Based on community feedback Council decided to develop a Bulls CBD Plan (hereafter referred to as the Bulls Town Centre Plan) and address the co-location of services as part of that process.

Vision

Over the past 10 years, there have been various attempts and approaches within the Bulls community to bring the community together behind a common focus/purpose in order to guide the future development of the Town. By 2009 a Bulls and District strategic plan was in place, facilitated from within the Bulls community. The vision developed was:

“Bulls and District is a prosperous, attractive and safe place to live. We value our people, our history and character, and embrace sustainable development and new ideas.”

There have been subsequent strategic review workshops within the community, and multiple attempts to create a development plan for Bulls. However, the work undertaken on these plans has not been carried through to action.

Purpose

The purpose of the Bulls Town Centre Plan (TCP) is to establish an agreed framework and guide for:

1. The future management and development of the public areas (including roads/footpaths), and Council facilities and properties in central Bulls;
2. The nature and timing of the development and associated funding decisions of the public and private sector.

Scope

The Bulls TCP will focus on the area of the town zoned Commercial in the Rangitikei District Plan. In general terms, this area encompasses High Street (extending from Criterion Street to Hammond Street), Bridge Street (extending from Holland Crescent to south of Gorton Street), and includes Criterion, Dalziel and Funnel Streets.

The Bulls TCP may also have regard to the town's main entrances on State Highways 1 and 3.

Council is currently reviewing the Bulls Domain Reserve Management Plan (RMP), and the future activities/development signalled for the Domain will have some impact on the Bulls CBD and vice versa. On this basis it makes sense that the timing of the Bulls RMP process aligns with that proposed for the Bulls TCP so that both plans are developed concurrently to ensure issues/opportunities are considered and addressed in a coordinated manner.

Strategic Drivers

Council has considered demographic change predicted for the District and has agreed to align its activities and services to promote the District as a place to retire to (or to stay for retirement) and as a place to raise a family. Council has recognised the role of its community and leisure assets in achieving these goals. The management of community and leisure assets in the District must also contribute to Council's strategic priority to address ageing (and surplus) infrastructure, including rationalising provision in line with the community's ability to afford these facilities.

Council wants to take a district-wide strategic approach to the management of its community and leisure assets over the lifetime of the LTP; building on the historical investment the community has made in these assets, but not being restricted by it in terms of developing assets that are fit-for-future purpose. (There is an historical community expectation these assets will be available in perpetuity – this has impacted upon rationalisation of these assets, but the whole portfolio is increasingly unaffordable.) In future, Council will not undertake major programmes until a review of the potential to partner/collaborate with other stakeholders has been undertaken. It is open to the full range of ownership, maintenance and management models (including contributing towards facilities owned by other organisations that meet community needs) in order to give communities more options.

Process

A subgroup of the Bulls Community Committee, the Bulls Town Centre Plan Steering Group was appointed in December 2013 to guide the Bulls Town Centre Plan process on behalf of the community. The Steering Group's mandate was to have a draft Town Centre Plan for Bulls to present to Council in May 2014 for inclusion and implementation through the 2014/15 Annual Plan and the 2015–25 LTP.

The Steering Group has been supported by an independent urban design consultancy, Creative Communities, since January 2014. Creative Communities takes a place-based approach to urban design using a process of community engagement and “prototyping” to ensure buy-in from all stakeholders.

Objectives

Council wanted to achieve a number of key objectives during the TCP process.

- Identification of issues, opportunities and options, including costs.
- Foster community and stakeholder engagement and consensus building in developing and finalising the Bulls TCP.
- RDC adoption of the Bulls TCP and implementation through the Annual Plan/LTP process as appropriate.
- A community-centric action plan, which can be implemented ‘as of right’.
- Identification of the preferred option for the co-location of the Bulls Library and Information Centre.

Project Assumptions

A number of assumptions were made when undertaking this process:

- The community and stakeholders will willingly engage in the project.
- Bulls groups will work positively and productively.
- The staff resourcing levels will be sufficient.
- Missing key milestones will delay the project.
- The project plan may change as new information/ issues are identified.
- Council elected members, management and staff will positively promote and support the project.

Result

A recent report prepared for Council on Smart Decline by Burgoyne (2013), suggested that by taking a future focused planning approach to demographic change through planning for decline, communities “can enhance the long term sustainability of their community and leisure assets and improve the existing situation by focusing on the quality of the (assets) rather than quantity”. The Bulls Draft Town Centre Plan brings this strategy one step closer to fruition.

The approach taken in developing this Bulls Draft Town Centre Plan is a milestone for the Council and the community in achieving better management of ageing and surplus community and leisure assets. This draft plan will provide the Bulls community with a quality multipurpose facility that improves the level of service to the community. Opportunities exist within this proposal to partner with other organisations or stakeholders to achieve this goal.



Prototyping – an innovative part of the community engagement process

3. CONTEXT

3.1 PLACE-BASED APPROACH

The Bulls Town Centre Plan uses a “place-based approach” to planning. It focuses on how the town will best work as a “people place” for both locals and visitors. This is especially important for Bulls because the local economy is highly reliant on attracting visitors and getting passing traffic to stop.

Place-based planning is very different to the rational approach to planning. The rational approach became popular in the late 1950s and 1960s and was dominant until recently. Many experts are now arguing that the rational approach to planning tends to deliver spaces that lack “heart and soul”.

Here is a comparison of the two approaches.

RATIONAL PLANNING	PLACE-BASED PLANNING
Optimise the parts	Total system
Utilitarian	Quality of experience
Object focus	Nurture focus
Movement focus	Exchange and movement focus
Ordered and static	Dynamic and evolving
Master planned	Agile and incremental



1. Optimise the Parts vs Total System

The rational approach viewed towns and cities as a giant machine that could be improved by optimising its parts. Specialists looked after different parts of the machine: traffic engineers looked after roads; landscape architects looked after parks; economic development officers looked after business. Place-based planning views towns and cities as a complex system that can only be improved by understanding the relationships between the parts. Optimising one part, without considering its impact on the total system, can create a chain reaction that degrades the entire town or city. Conversely, working on a leverage point with multiple impacts can create virtuous cycles.

2. Utilitarian vs Quality of Experience

The rational approach focused on meeting people's needs (such as the need for a toilet, drinking water, seat, road, footpath, shade) in a utilitarian fashion. To improve efficiency, the method of meeting these needs was standardized, resulting in sterile and mechanized environments. The place-based approach focuses on the quality of experience people have in a space. It is focused on facilitating social interaction and stimulating sense experiences that are enriching. Its goal is to build an emotional attachment to that space by creating memories for those who visit or dwell in a space.

3. Object Focus vs Nurture Focus

The rational approach focused almost exclusively on the objects in a space and how those objects were arranged. The result was nicely designed spaces, but they felt more like an over-ordered display house than a homely home. Place-based planning also has a great emphasis on design, but design that creates spaces that nurtures people, and helps them reach their fullest potential. Take public seating as an example. Rational planning is more focused on how they look, and how easy they are to maintain while place-based planning is more concerned about whether they facilitate social interaction or whether they provide for people-watching.

Spontaneous exchanges are the life-blood of public places



4. Movement vs Exchange

Because rational planning views towns and cities as a giant machine, it is movement focused (an idle machine is an unproductive machine). This results in environments that are totally dominated by the movement function. Even footpaths become primarily spaces for pedestrian movement. Place-based planning believes that the core mission of towns and cities is "facilitating diverse exchanges": social exchanges, economic exchanges, information exchanges, exchanges of friendship. Rational planning sees most public spaces as a corridor for movement, while place-based planning sees the same spaces as a series of rooms for exchange (but rooms people can move through).

5. Ordered and Static vs Dynamic and Evolving

Because rational planning views the city as a large machine, it sees its core mission as creating order and preventing disorder: order makes the machine more efficient, and disorder makes the machine less efficient. Place-based planning believes that towns and cities are a "living organism", dynamic and

evolving. In nature, chaos and disorder are essential to the evolutionary process – nothing new can ever emerge in a totally ordered universe. Spontaneous, unplanned exchanges are the life-blood of public places. They feed the creative and economic life of the town or city. Imposing too much order can strangle the life out of public places.

6. Master Planned vs Agile and Incremental

For rational planning, the key to creating and maintaining order has been master planning. However, master planning only manages to create an illusion of control. Because towns and cities are constantly evolving, it is actually impossible to forecast how they will evolve or to control their evolution. Place-based planning attempts to be much more agile by making small "tactical interventions". It is nimble in how it responds to emerging trends, unforeseeable events, and unexpected opportunities. It sees the beginning of every intervention as a "trial", not as a final solution. It focuses on making places rather than making plans.

3.2 CHALLENGES AND OPPORTUNITIES

As with all cities and towns there are a multitude of social and economic forces outside of its control. It is useful to be strategically aware of these issues in order to take opportunities when they arise. The major issue in Bulls and Rangitikei is population loss and the major opportunity is the flow of people and goods which pass through the town daily.

Demographic changes¹

According to Rangitikei District Council's position paper on Demographics the picture that emerges of our District is of a declining and ageing population. The District is bi-cultural, with higher proportions of those of either European or Maori descent. The multi-culturalism that is defining demographic change in New Zealand nationally, is not yet evident in Rangitikei.

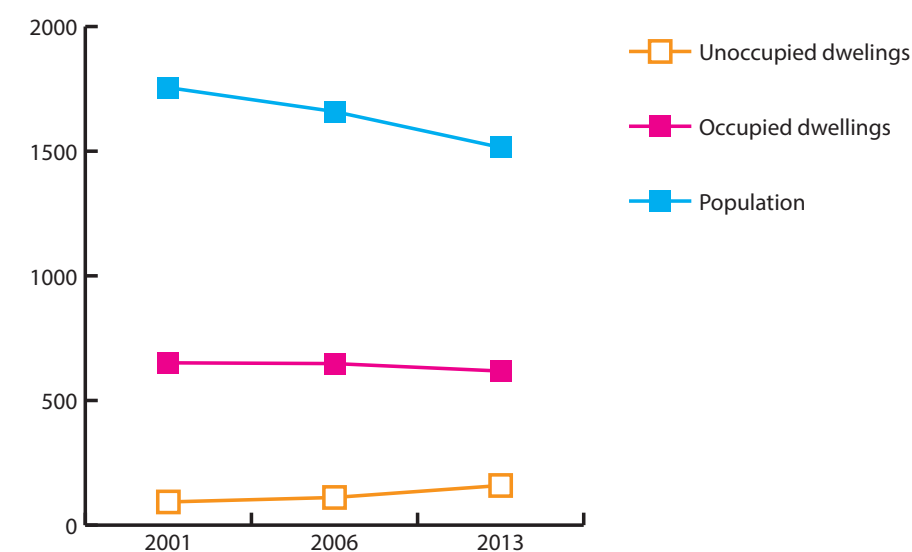
The loss of population from the District appears to be predominantly from amongst the "European or other" ethnic group and from the 15–39 age group. The median age for "European or other" ethnicities is set to rise to 47.2 years in 2021 (compared with 41.6 years nationally) and for the "Maori" ethnic group to 27.3 years in 2021 (compared with 24.8 years nationally). This reflects the aging of the population profile: in 1996, 1 in 8 of the population was aged 65+, by 2031 the proportion is expected to rise to 1 in 3.

The population tends to have low income and high levels of residents with no formal qualifications. This trend is exacerbated amongst the Maori population.

The profile and trend within Rangitikei is very similar to the peer group of local authorities of Central Hawke's Bay, Taranaki, Grey and Clutha. Manawatu with a slightly larger population and closer proximity to Palmerston North more closely mirrors the national profile and trends.

In Bulls the latest census info reveals that this trend is continuing and

fairly dramatic changes are occurring, Bulls population has decreased by 14% since 2001 to approximately 1500 people, and the number of vacant dwellings has increased from 93 to 159 dwellings which represents 20% of the total housing stock. The diagram below illustrates the trends.



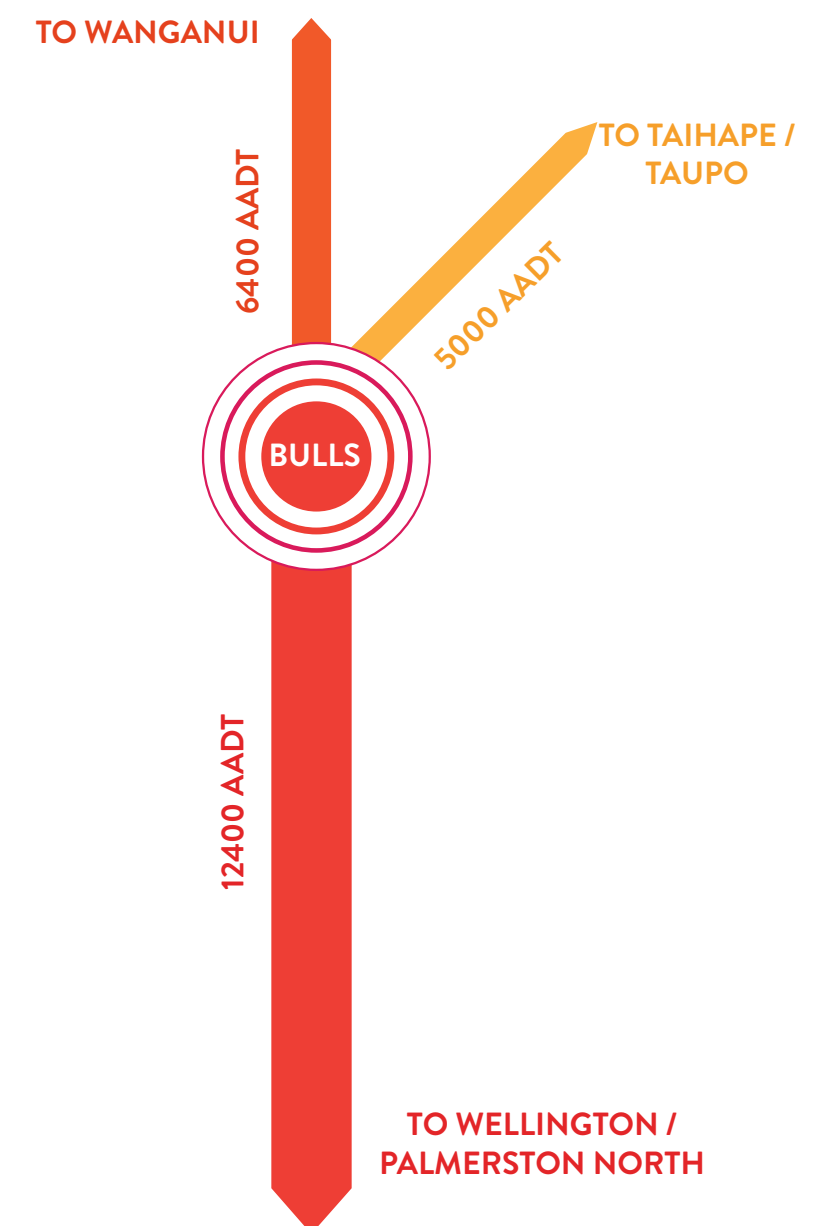
The Town Centre Plan can do little to alter the powerful demographic and economic forces at play, but it can significantly improve the quality of life, civic pride, and the economic potential for those who continue to do business and reside in Bulls by focusing on what is within Bulls and Rangitikei's sphere of influence.

Opportunities

The most obvious opportunity for Bulls' town centre's economic future is to maximise the economic potential of the flow of people and resources that pass through the town in vehicles. NZ Transport Agency figures show that this resource, while lower than in 2005, is fairly consistent. The major question is how to take advantage of the flow, and to determine what type of services are needed to meet the needs of travellers. A similar question arises as to what type of experience they currently have, and what needs to happen to create an experience that supports the services and competes with other

towns on the State Highway network. Currently, 11% of the traffic that passes through Bulls is heavy vehicles. This has impacts on local air quality, noise, and the general ambience of the town, which means that authorities, business and residents need to work harder to adapt to and moderate these effects and increase attractiveness.

The Average Annual Daily Traffic data (2011) for Bulls is visualised below:



¹ <http://www.rangitikei.govt.nz/index.php/statistics>

Bulls has some catching up to do if it is to become a traveller destination, especially in light of the offering in other towns on State Highway One. These key observations form a backdrop to the approach of the Town Centre Plan.

The Gateway

Bulls is the gateway to the district. However, the Bulls Information Centre is dwarfed by an industrial-style bus shelter and is not up to standard inside. It does not provide a warm welcome to Bulls and the District.

The entire town centre should be viewed as a canvas to promote the uniqueness of Rangitikei – for example putting pictures of the river and back country on the sides of the planters.

The Destination Shops

Bulls has had substantial investment in destination shops that rely on the visitor for their survival.

However, the quality of the public space does not reflect or support the quality of these businesses.

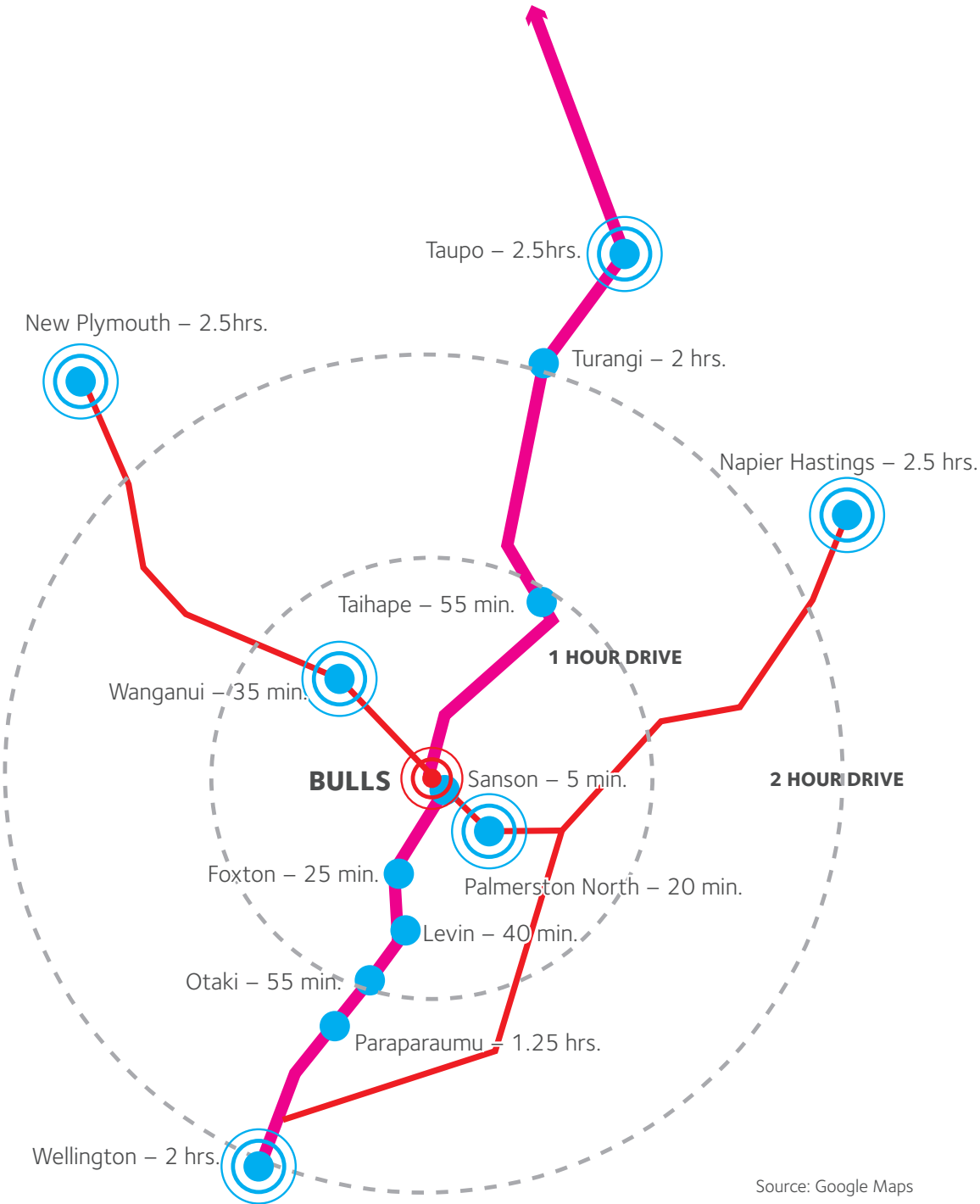
In addition, these destination shops are currently spread too thin, and need to work together in creating a *total experience* for visitors – or rather a series of experiences as people move from one “quarter” to another.

The Joke

Bulls has tried to make a point-of-difference by creating a series of jokes around its name.

However, the joke could backfire if the substance does not match the joke. You cannot claim to be a “Town Like No Udder” unless you *are* a town like no other.

To create some substance, Bulls needs to focus on creating a series of unique experiences for travellers.



The Traffic

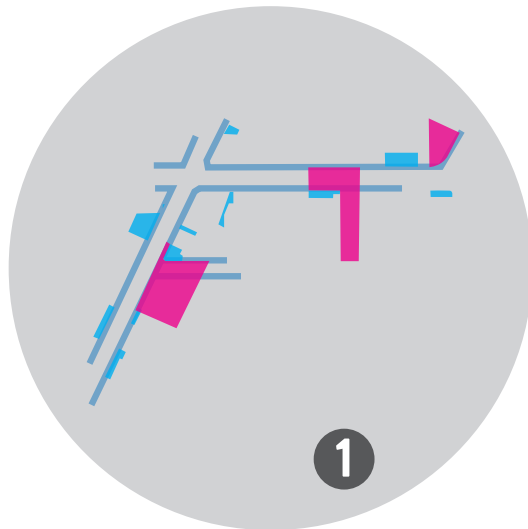
Traffic is going too fast for motorists to take in what Bulls has to offer.

Even if the driver sees something of interest, there is no obvious place to park – so they drive on. Speeds need to be slowed and parking options made much more obvious.

In addition, the town has psychologically retreated from the highway. The *entire* street must be embraced as an important part of the town centre.

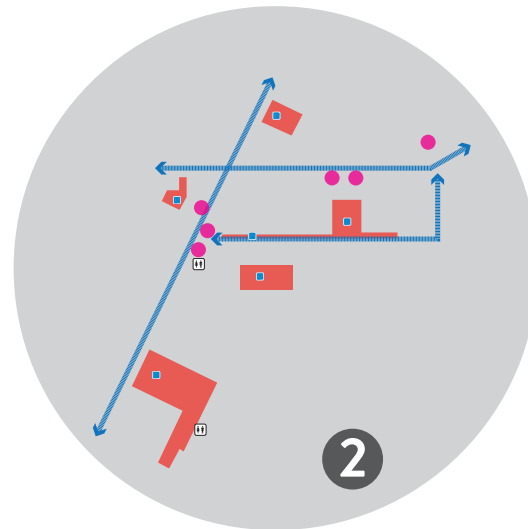
4. TOWN CENTRE PLAN SUMMARY

CREATE PEOPLE PLACES



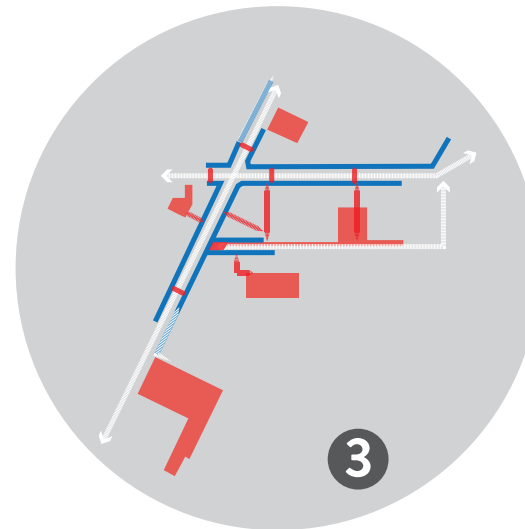
1. Create a multipurpose facility on the Criterion Hotel site that includes auditorium, meeting rooms, library, Information centre, cafe, public toilets and other possible facilities.
2. Integrate a primary outdoor civic space with the new multipurpose facility to create a civic heart for Bulls.
3. Create a network of secondary public spaces including the memorial park and the library site. Demolish existing library, leaving memorial arch, and create a public park.
4. Integrate privately owned open space into the street environment.
5. Promote “emotional attachment” and “civic pride” by having the residents and business community co-create the civic spaces with council.

ENHANCE TRAVELLERS' EXPERIENCE



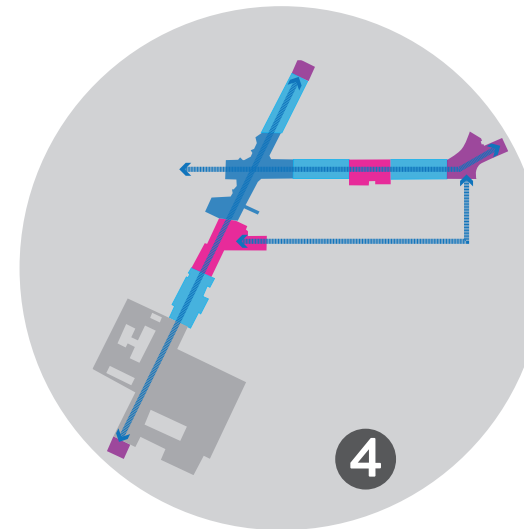
1. Celebrate Bulls as the entrance to the Rangitikei District.
2. Make information centre traveller-centric rather than bus-centric. Improve visitors access to information throughout entire town.
3. Provide 24/7 toilets with a “point of difference”.
4. Provide a space where travellers can stretch their legs and children can let off steam at the multipurpose facility. Connect the primary and secondary public places with a playable trail.
5. Activate core retail so it is more enticing. Ensure that the quality of the street environment matches the quality of the destination stores. Ensure prominent building frontages are active and engaging.
6. Create photo opportunities.

PROVIDE A SAFE AND ENGAGING PEDESTRIAN EXPERIENCE



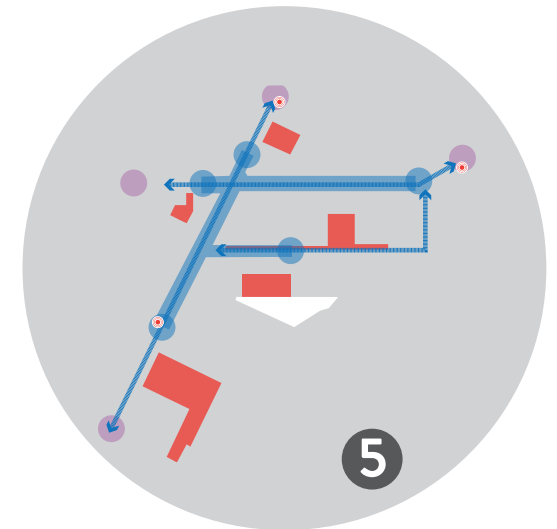
1. Improve the overall quality of the pedestrian experience by creating a coherent walking environment and increasing levels of comfort.
2. Create a flexible, adaptable street environment by using movable landscape elements and movable furniture.
3. Create a series of ‘linger nodes’ in the primary and secondary social spaces, and on the routes connecting these spaces
4. Connect destinations, including parking, with laneways and safe road crossings.
5. Integrate new supermarket into walkable town experience.
6. Reclaim the state highways and make them facilitate town life through context sensitive street design.

REINFORCE BULLS AS A DESTINATION



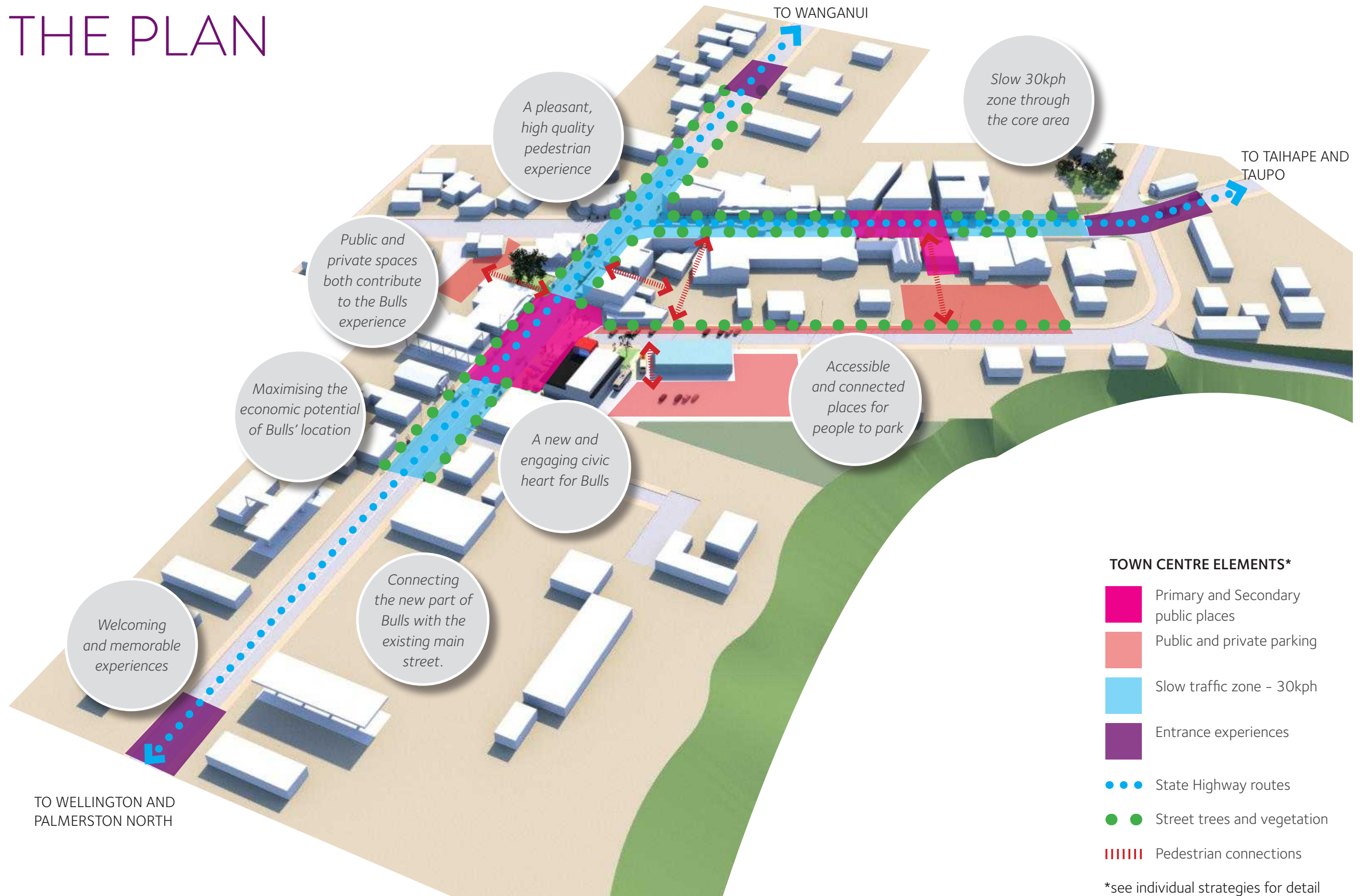
1. Treat the various “quarters” of the town centre like the rooms of a house and provide furnishings that support the functions of that room.
2. Differentiate the “rooms” by using street trees, vegetation, art, sculpture, lighting and other landscape elements to furnish and visually connect each individual space.
3. Encourage traders to engage with the street, thereby making it transparent what is on offer in each quarter.
4. Add branding to a quarter to reinforce its core functions.
5. Encourage the co-location of businesses which offer complementary services.

SLOW TRAFFIC AND CREATE A SAFE ENVIRONMENT



1. Design the heart of the town centre as a 30 km/h slow zone.
2. Create a series of thresholds on the four approaches to the slow zone to help reduce traffic speed before entering the slow zone.
3. Make Criterion Street the preferred place to park by increasing convenient parking and making it visible.
4. Reduce dominance of highway signage in the slow zone and create consolidated town centre signage that shows parking locations.
5. Make primary and secondary public spaces “jump the road” so they incorporate both sides of the street.

THE PLAN



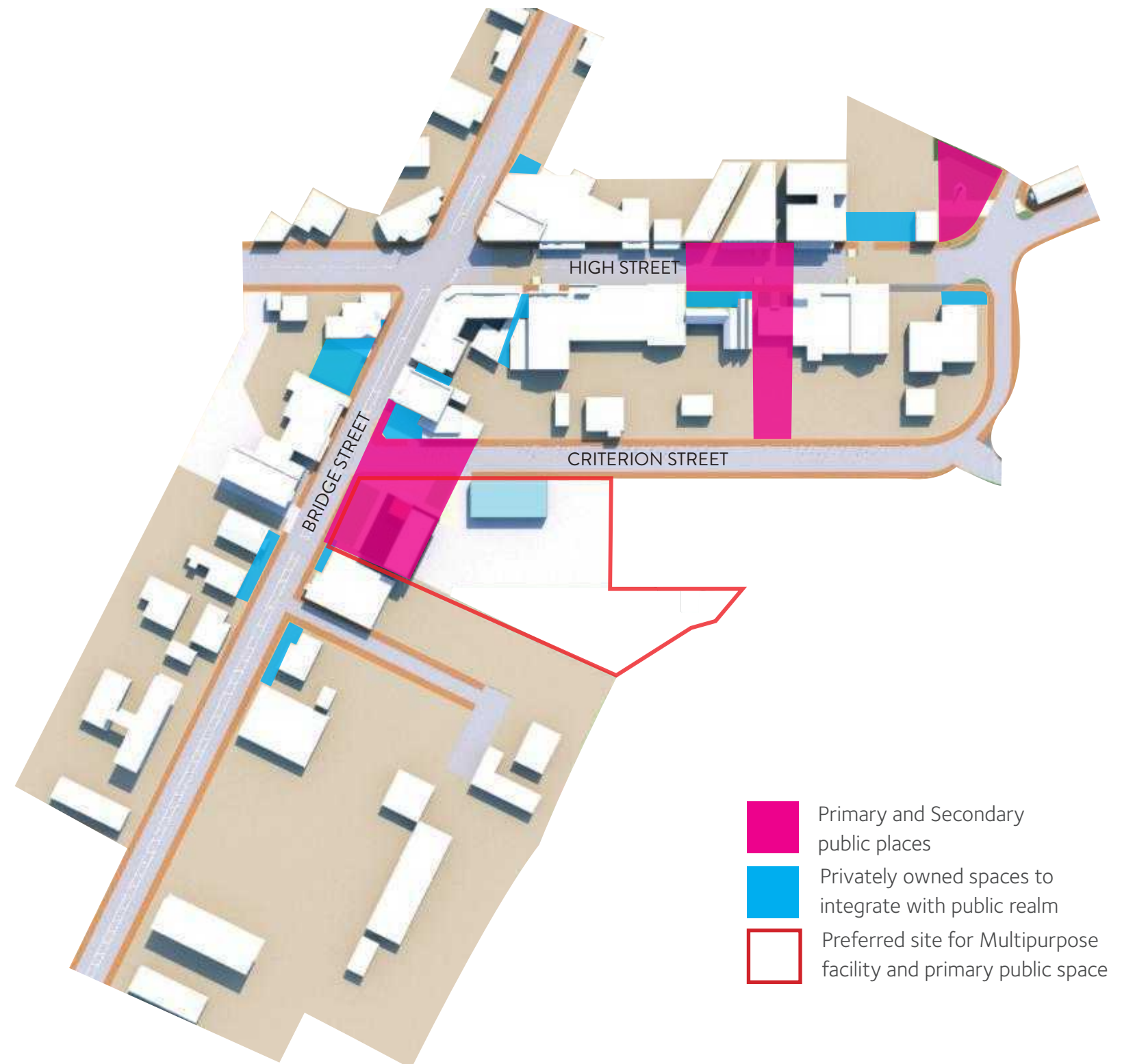
5. PLACE MAKING STRATEGIES

5.1 CREATE PEOPLE PLACES

Create one primary “civic heart” space and a number of secondary social places.

Summary of Tactics

1. Create a multipurpose facility on the Criterion Hotel site that includes auditorium, meeting rooms, library, Information centre, cafe, public toilets and other possible facilities.
2. Integrate a primary outdoor civic space with the new multipurpose facility to create a civic heart for Bulls.
3. Create a network of secondary public spaces including the memorial park and the library site. Demolish existing library, leaving memorial arch, and create a public park.
4. Integrate privately owned open space into the street environment.
5. Promote “emotional attachment” and “civic pride” by having the residents and business community co-create the civic spaces with council.



Rationale

Currently Bulls lacks a space that acts as the civic heart of the town – a space that reflects the personality and character of the town. The more soul there is in this place (and the entire town centre), the more attractive Bulls becomes as a place to stop, visit or live.

1. Multipurpose facility

At the moment, community facilities – such as library, information centre, and town hall – are in separate spaces, spread throughout the town centre. Bringing these facilities into one multifunction building will help create a strong, unified civic heart. The greater the number of functions that can be co-located into the same site, the greater the overall efficiencies, and the greater the level of service that can be offered for each function.

Because spaces, such as a performance space, are only used a small percentage of the time, these spaces become available for other uses, such as a reading area for the library. By sharing spaces, the building is far more flexible and every service wins.

In order to reduce the costs to the community, a joint venture with the private sector should be considered. If done as a joint venture, the range of services may be increased even further.

2. Integrate a primary outdoor civic public space

Attaching an outdoor civic public space to the multifunction centre will further strengthen its role as the civic heart of Bulls. This space should serve a range of civic functions – a place for people to mingle, farmers' markets, outdoor ceremonies and concerts. After investigation and community engagement, the Criterion Hotel Site (corner of Criterion Street and Bridge Street) has been identified as the most logical location for this multifunction centre and outdoor civic space. It is the most central and provides the most flexibility. See the 'TCP Implementation' section for Council's next steps.



3. Network of secondary public places

The primary civic public space should be supplemented with a network of secondary spaces including the current memorial park (corner of High and Daniell Street) and the existing library site. These will provide a balance to the civic space on Bridge and Criterion.

The existing library cannot be sold, and because of its status as an earthquake prone building it needs significant remedial work. Therefore, it should be demolished when the new facility is operational, keeping the existing memorial arch as a central feature of a new park. This will provide a pleasant connection to the increased parking in Criterion Street. (See strategy 5.5 for details.)

4. Integrate privately owned open spaces

Privately owned open space contributes to the overall attractiveness of a town. A number of properties provide opportunities for integration with the overall network of open space. For example, the space in front of the Medical Centre, the space beside Mothered Goose and the building setbacks along Bridge Street. The space outside the medical centre can be integrated into the new memorial arch park (ex library) increasing the perceived size of this park.

This does not mean subsuming these spaces into public ownership, but rather working with the owners to produce a win for them, plus a win for the vibrancy of the public realm. For example, if the space behind Mothered Goose were to become a popular outdoor dinning area visible from Bridge and High Street, it would increase the overall perception of Bulls as a place with a range of great public places.

Privately owned spaces can be integrated into the network of civic spaces



The space behind Mothered Goose

5. Community to co-create places with council

Building civic pride in a space is not just about providing the space and filling it landscape items. The more involved the community is in creating these civic spaces the greater the sense of “emotional attachment” and civic pride.

It is therefore imperative that Council provide mechanisms for the community to build aspects of these civic spaces themselves. A great example of this is Paihia, in the Bay of Islands, where the community has built a series of highly successful public places, some of which have become major tourist attractions. Key to the success in Paihia has been a gradual increase in the capacity of the community to deliver complex projects, plus a growing bank of trust between Far North District Council and the community.



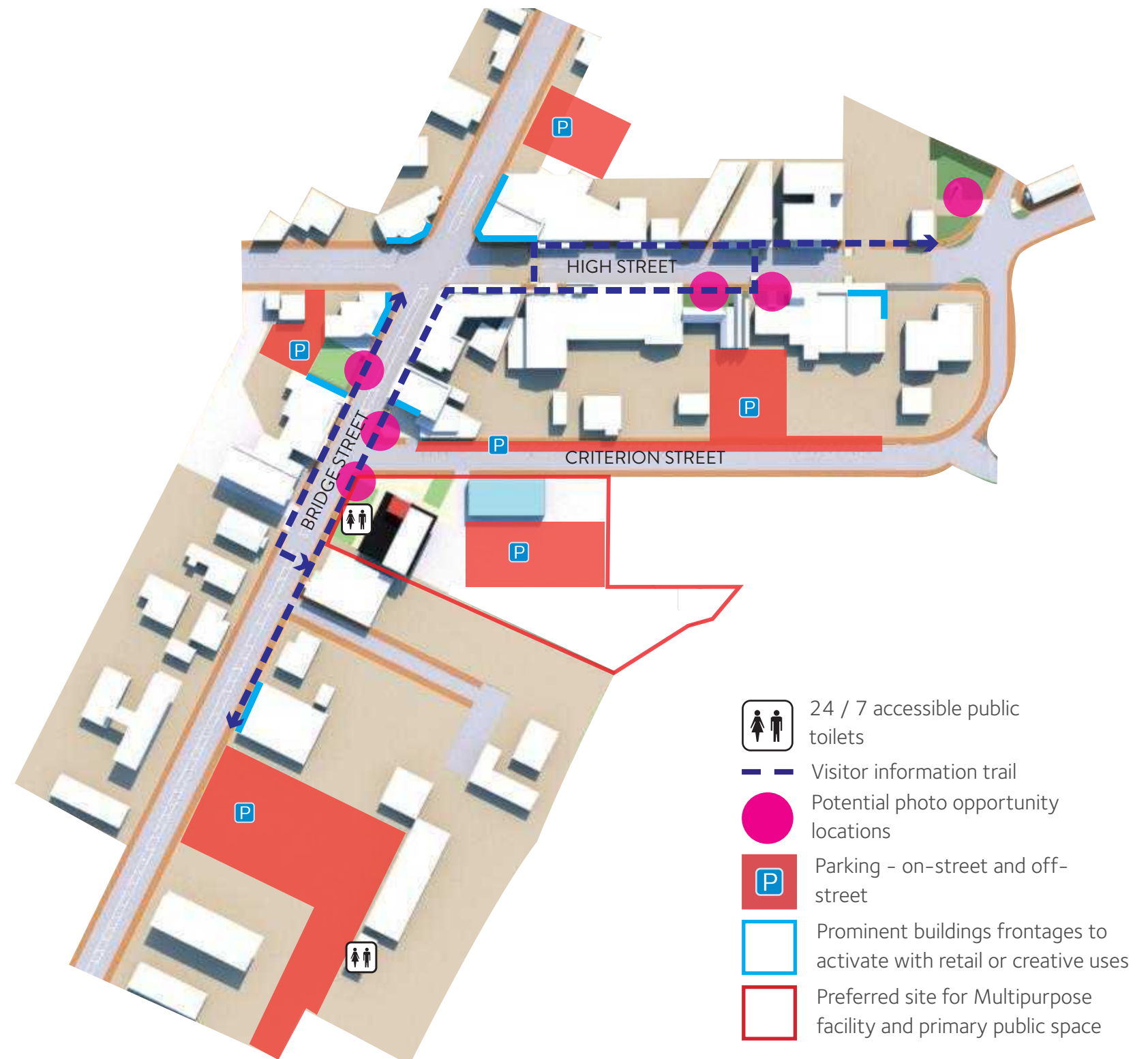
Building civic spaces together builds high levels of civic pride

5.2 ENHANCE TRAVELLERS' EXPERIENCE

Invite travellers to stop by creating a series of rich, multi-layered experiences.

Summary of Tactics

1. Celebrate Bulls as the entrance to the Rangitikei District.
2. Make information centre traveller-centric rather than bus-centric. Improve visitors access to information throughout entire town.
3. Provide 24/7 toilets with a "point of difference".
4. Provide a space where travellers can stretch their legs and children can let off steam at the multipurpose facility. Connect the primary and secondary public places with a playable trail.
5. Activate core retail so it is more enticing. Ensure that the quality of the street environment matches the quality of the destination stores. Ensure prominent building frontages are active and engaging.
6. Create photo opportunities throughout town.



Rationale

Travellers are the backbone of the Bulls' economy. The number of travellers stopping in Bulls, and the amount of money they leave in the local economy, will be directly proportionate to the quality of the experiences on offer. Anchors give the traveller a reason to stop.

1. Celebrate Bulls as entrance to district

Rangitikei.com describes Bulls as follows:

Rangitikei, it roars, it whispers, it beckons – this river that defines North Island back country. Feel its power, experience the enchantment...

Nestled in the south of the Rangitikei, Bulls is the gateway to the District.

Bulls lacks a sense of entry to the town. It certainly does not feel like the entry to an “enchanting district”.

By celebrating itself as an entry to the district, Bulls would become a more enticing place to stop. It would borrow a little magic from all corners of the district, and offer this as a taster.

This sense of entry to the district needs to permeate all aspects of the town, from the actual entry to the town, to the iconic multipurpose facility, to the art on walls and rubbish bins.

2. Traveller-centric information

The Information centre, which is currently very bus-centric, needs to become much more traveller-centric, with a good supply of easy parking adjoining. However, Council should do all within its powers to keep buses stopping in Bulls by creating bus interchange facilities at the multifunction facility. The information centre should feature both local attractions and regional attractions in a way that is easy to differentiate. For example, it may feature the ten top things to do in Bulls and the top ten things to do in the region.

*Bulls
should be
celebrated as
the gateway to
the District*



Visitor information needs to be extended throughout the town. For example, depictions of regional attractions may be featured as art on street furniture or the sides of buildings.

Visitors to Bulls are going to have a core question, “What does this town have to offer?” A simple map at the Information centre, with what each precinct offers, would promote the unique offerings of each area.

3. Provide 24/7 toilets with a point of difference

Toilets with a point of difference give travellers an added reason to stop in a particular town.

The toilets being leased by Council at the BP station need a low-cost intervention to make them special for the remainder of the current lease. The lease should not be extended.

The toilets in the multipurpose facility need to be available 24/7 and have their own point of difference. These will become the central public toilets for the town centre long-term.

4. Space to stretch legs and let off steam

Travellers need a space to stretch their legs and for children to get out of the car and let off steam. Bulls currently lacks a centrally located space to provide this function. In future, the main space for this in Bulls will be the primary civic space which adjoins the multipurpose facility.

It will be important to have some part of this area as a “safe zone” for younger children, a space where parents can relax or socialise while their children play.

“Playable trails” should connect this primary space to all other public spaces in the town centre. In fact the whole town centre should be treated as a playable space.

Activities help travellers to relax and let off steam



Fremantle, Western Australia

5. Activate core retail and match street to stores

Bulls already has a number of destination stores, that is shops that cater primarily for travellers or destination shoppers. However, these are spread a little thin at the moment so Council should do all in its powers to encourage other destination stores to fill in the gaps.

At the moment the street environment does not reflect the quality of these destination shops. The tone of the street environment can be lifted by:

- Encouraging stores to activate the footpath with imaginative display of goods and by creating their own linger nodes.
- Matching street furnishings to the surrounding businesses. For example, furnishings in the area dominated by antique shops may be more sophisticated than those in the area dominated by cafés.
- Encouraging building owners with blank or unfriendly building frontages to activate their street frontages.

6. Create photo opportunities and landmarks

Photo opportunities need to be accessible and visible to get travellers to stop, get out of their car and engage with the town. They also promote the town when the traveller shares their picture with their friends or on social media. Photo opportunities become the living icons of the town.

People also love to have their photo taken sitting in funky or unusual street furniture. Ensure that the town name is incorporated into the design of the most prominent photo opportunities.

The multipurpose facility needs to be designed as a landmark, and iconic building. Signage for the Information centre and multipurpose facility provides an opportunity for a creative approach, that not only marks the space as a tourist destination, but is a photo opportunity (e.g. a major sculpture).

Photo opportunities promote the town when people share them



Paihia, NZ

5.3 PROVIDE A SAFE AND ENGAGING PEDESTRIAN EXPERIENCE

Encourage more people to spend more time in the town centre by making the streets more engaging, humanised and safe.

Summary of Tactics

1. Improve the overall quality of the pedestrian experience by creating a coherent walking environment and increasing levels of comfort.
2. Create a flexible, adaptable street environment by using movable landscape elements and movable furniture.
3. Create a series of 'linger nodes' in the primary and secondary social spaces, and on the routes connecting these spaces
4. Connect destinations, including parking, with laneways and safe road crossings.
5. Integrate new supermarket into walkable town experience.
6. Reclaim the state highways and make them facilitate town life through context sensitive street design.



Rationale

Travellers who stay in their car do not contribute to the Bulls economy. The further visitors (and locals) walk, the more they are likely to contribute to the economy and to the feeling of vitality in the town centre. People attract more people, a positive reinforcing cycle, so strong invitations to walk are needed.

1. Improve the overall quality of the experience

If someone has a negative experience (such as passing an empty shop, or finding it hard to cross the road) then it takes several positive experiences to restore their mood to what it was before the negative experience. Bulls currently has a fair footpath quality and adequate space but lacks greenery and places to stop.

The following will reduce negative experiences and contribute to the overall quality of the experience:

- Coherent and consistent footpath quality
- Increased comfort such as shade, shelter and windbreaks around dining areas
- Greenery – street trees, vegetation
- Linger nodes (see Tactic 3 below).

2. Flexible, ever-changing streetscape

Humans get bored very easily, which is why we do not bolt our lounge room furniture to the floor. When we get bored, we add a new element or rearrange the room. As much as is humanly possible, the streetscape elements should be movable. In Fremantle, Western Australia, they use giant pots that can be moved with a pallet jack. In Auckland, lawn chairs are tethered to the pavement with a cable but can be arranged as people see fit.

Loose furnishing gives people permission to “make themselves at home” which results in a much stronger sense of emotional attachment to the place.



Green the streetscape to reduce impacts of traffic

Movable pots provide pedestrian refuge

Use movable furnishings to create an ever-changing streetscape

Fremantle, Western Australia

3. Create Linger nodes

Linger nodes are small spaces along the footpath that encourage people to engage with each other and with their environment. They can be furnishings or installations that encourage people of all ages to play, socialise, people-watch, reflect, or just relax and enjoy the ambience. They encourage people to stay longer in the town centre. If people stay twice as long, then the town centre is twice as full of people, making it twice as attractive as a place to stop.

The primary and secondary outdoor civic spaces need a variety of these linger nodes. Equally important will be the creation of linger nodes on the routes connecting these spaces. Council should encourage businesses and residents to create some of these linger nodes to help build civic ownership.

4. Connect destinations and create safe crossings

In a house there must be safe and logical connections between the rooms. In Bulls, the state highways tend to fracture this flow between spaces. There must be safe crossings across the highway, and these must be on logical desire lines, rather than in places that suits the vehicle traffic. Within the town centre, the through-traffic function must be balanced with the needs of the pedestrian.

“Safe crossing points” does not automatically mean zebra crossings or traffic lights. These traffic-oriented artefacts can actually reinforce the perception that a space is owned by the traffic and further reinforce the dominance of the highway over town life. The preferred approach is to reduce traffic artefacts to a minimum, and through design, create places where the environment tells the motorist, “This is a spot where I can reasonably assume a human is going to cross at any moment”. Bulb outs and mid-block crossing refuges with interesting landscape elements, and paved, raised tables are preferable to traditional crossings. In balanced street environments, pedestrians and drivers share a responsibility to connect with each other to negotiate right-of-way.

Linger nodes encourage people to spend longer in the town



Wodonga, Australia

5. Integrate new supermarket into town

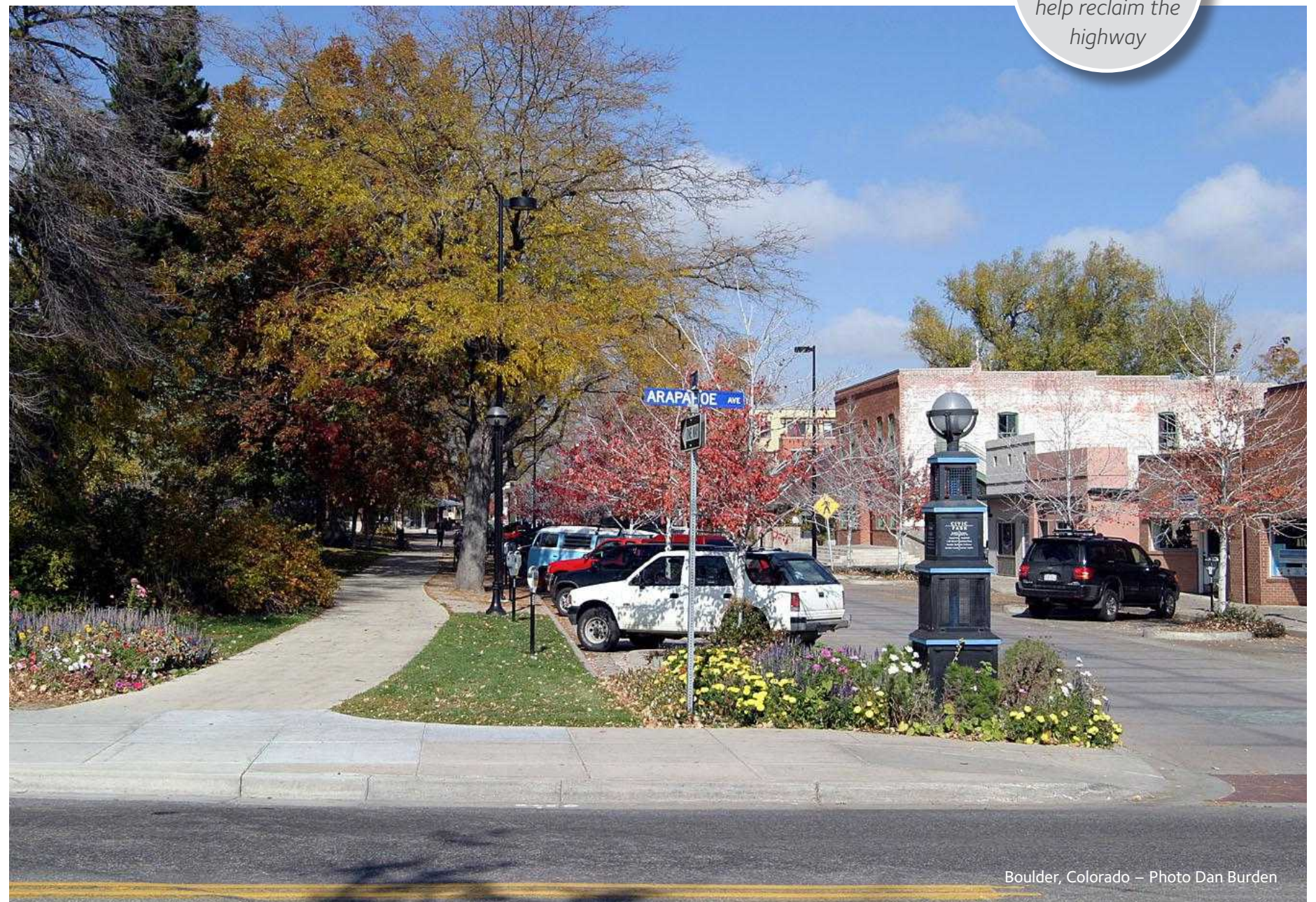
The new supermarket in the Wallace development is heavily car-oriented and will feel disconnected from the walking environment of Bridge Street. This is due to the change in quality of the footpath and that the supermarket has a long blank wall facing onto Bridge Street. It will be important to visually connect the footpath in front of the supermarket to the rest of the town and to mitigate the negative effects of the blank wall. Discussion should be had with the owners to see how the wall can be activated – for example, installation of a horizontal climbing wall along the bottom half.

6. Reclaim the state highway

Towns like Bulls, that are on a state highway, often find themselves locked in a vicious cycle. The traffic is intimidating. The street feels dirty and dangerous. So the residents and retailers withdraw psychologically. People spend less time socialising in the street, and the retailers stop putting their goods outside. Ironically, this encourages the traffic to go faster as there are not as many people to look out for and there is nothing interesting to look at. So the residents and retailers retreat even further, which encourages the traffic to go even faster. Soon a town story grows up that the traffic is like a cancer eating away at their heart. In their minds, the highway divides the town.

This psychological retreat has to be addressed in Bulls, firstly by what happens on the footpaths. Retailers need to be encouraged to engage with the footpath and view it as a key part of their retail space. Linger nodes need to be brought right to the edge of the curb and even into the street. The street environment needs to be humanised with street trees, landscaping and even lights and flags across the street. Social spaces need to feel like they jump the road.

A quality pedestrian environment will help reclaim the highway



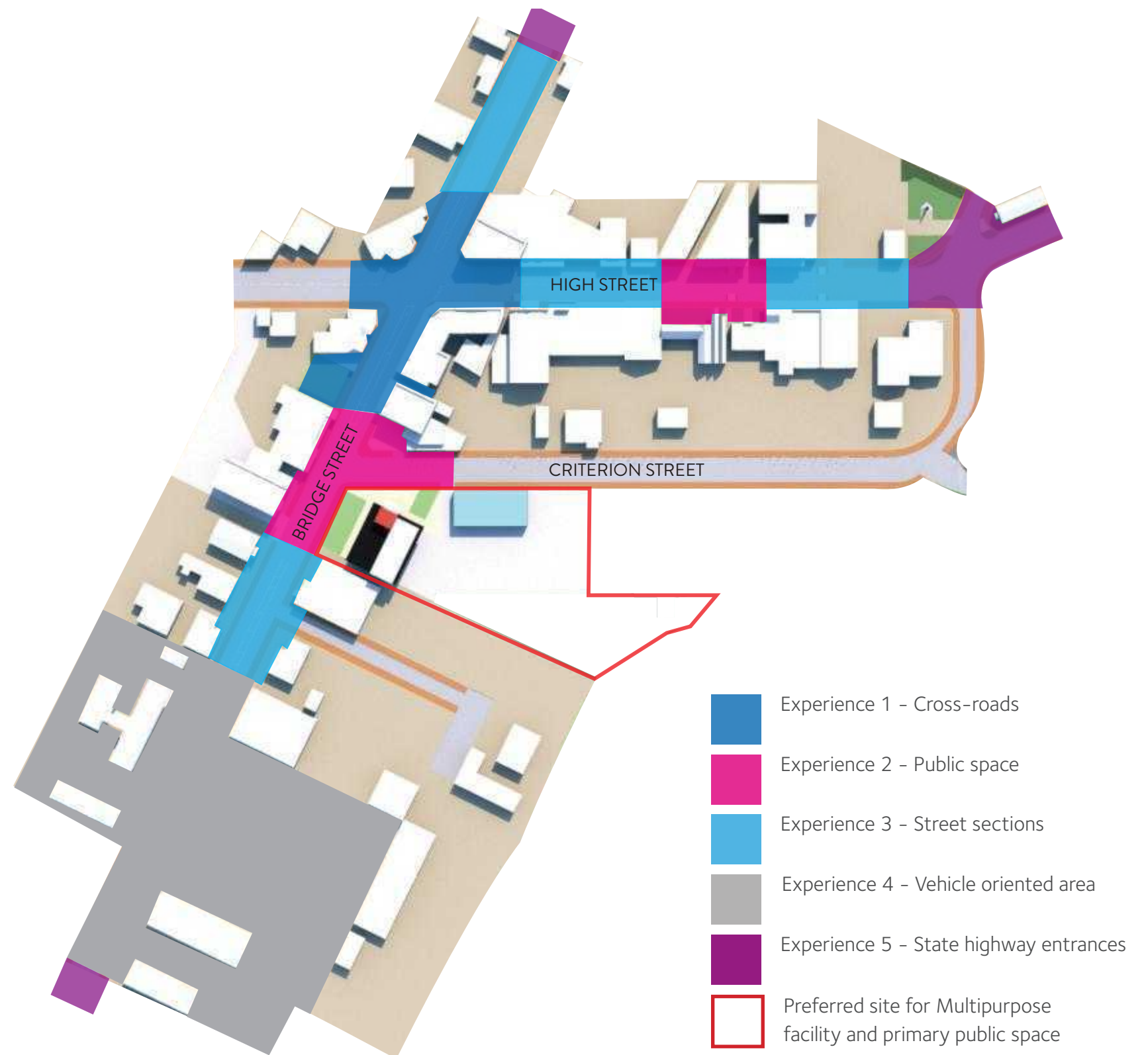
Boulder, Colorado – Photo Dan Burden

5.4 REINFORCE BULLS AS A DESTINATION

Create distinctive and memorable experiences in each precinct and make it easy to read what is on offer in each part of town.

Summary of Tactics

1. Treat the various “quarters” of the town centre like the rooms of a house and provide furnishings that support the functions of that room.
2. Differentiate the “rooms” by using street trees, vegetation, art, sculpture, lighting and other landscape elements to furnish and visually connect each individual space.
3. Encourage traders to engage with the street, thereby making it transparent what is on offer in each quarter.
4. Add branding to a quarter to reinforce its core functions.
5. Encourage the co-location of businesses which offer complementary services.



Rationale

A strong identity for a “quarter” in a town centre makes a town more legible, which makes it easier for visitors to find products and services. People should be able to read the dominant functions of each area, and feel immersed in a particular kind of experience.

1. Furnish according to function of the quarters

When you walk through a house, it is easy to see what the core functions of each room are by the furnishings in that space – the lounge room has different furniture than the kitchen. The furniture is appropriate to that room. So a food quarters in Bulls would have a variety of places to sit and eat, while an antiques quarters may feel more like a lounge room with comfortable seating and maybe some board games.

As noted earlier, it is important to make these furnishings as mobile as possible. The functions of quarters can evolve rather quickly and the borders are constantly moving. If the furnishings have been cemented in place, then a place can become disconnected from its uses.

2. Differentiate the rooms

Clever use of streetscape items can help differentiate the “rooms” of the town centre. A different design aesthetic can be used in each of the quarters – which may be as simple as having a different colour palette for each quarter. Even just having distinctive coloured pots for each area begins to differentiate the spaces.

Furnishing can be used to help reinforce the function of a quarter



Adaptations, like blankets, can extend the season for outdoor dining

Graz, Austria

3. Encourage businesses to engage with street

Perhaps the greatest contributor to showing what each quarters has to offer is for retailers to maximise their engagement with the street. This should happen at three levels:

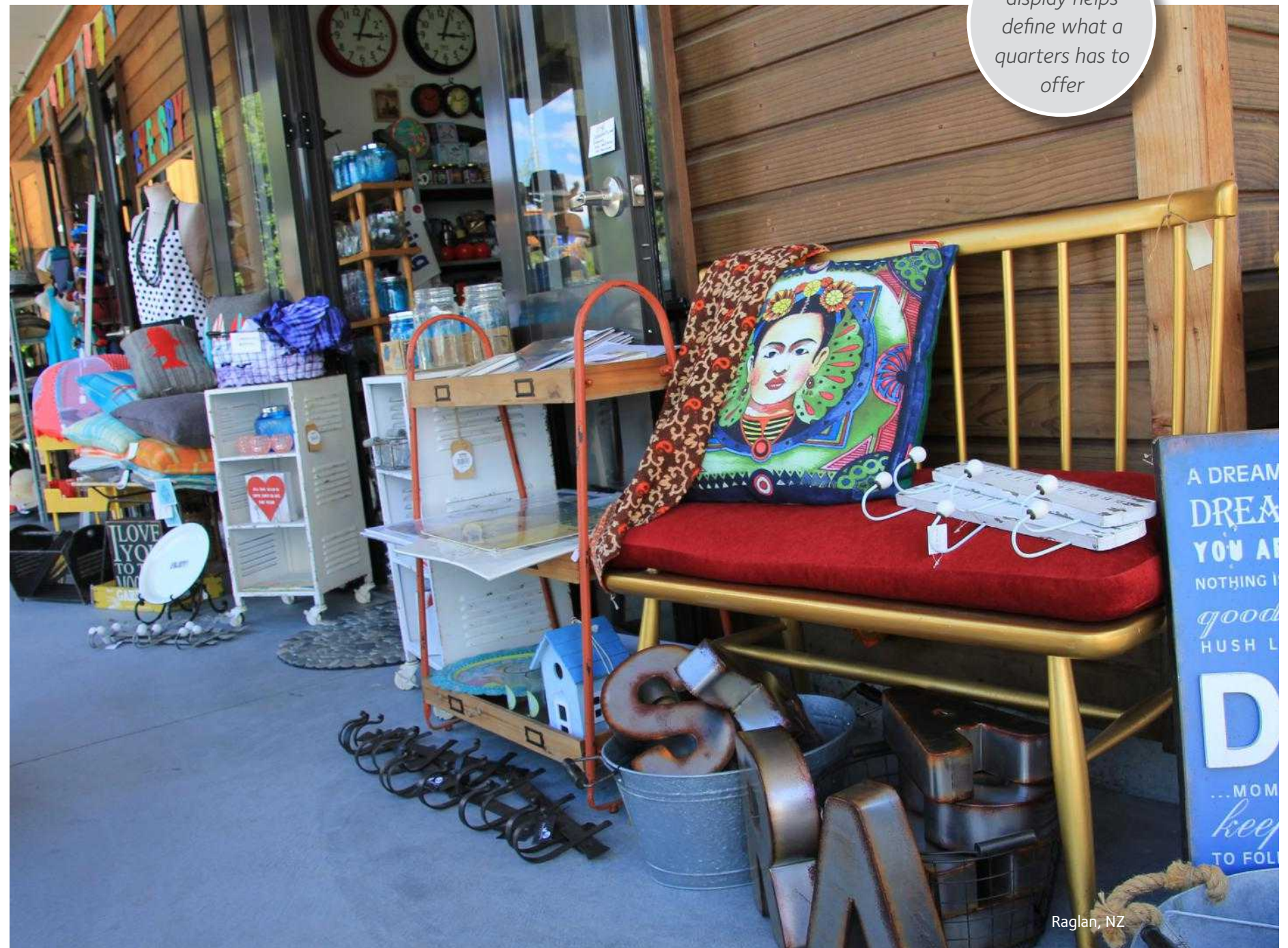
1. Long-view. Ensure the presentation of the entire shop front conveys what it is they sell when viewed from down the street or across the road. For example, market umbrellas (even if they are closed) outside a premises may be an early indicator that this is a cafe offering food and outdoor dining.
2. Passing view. When driving past, does the merchandise on the footpath, or hanging on the wall give the next level of detail of what the retailer sells? Services can also contribute to the street scene as well. For example, if an accountant places a giant abacus on the footpath outside his business, this is more effective in conveying the nature of his service than a sandwich board.
3. Intimate view. When walking past, does the window display and what is placed on the footpath engage the person passing? In addition, interactive experiences such as food tastings can provide a memorable experience.

4. Brand quarters to reinforce key functions

Many cities and towns have made the mistake of branding areas before there is any substance to what is being branded. Visitors may be attracted to visit an area once because of its branding, but they will not return or recommend it to their friends if there is no substance.

There is enough substance in the food area and antiques area of Bulls to begin branding. This needs to be clear and simple for drivers, for example, a common approach is banners on street lights.

Goods on display helps define what a quarters has to offer



Raglan, NZ

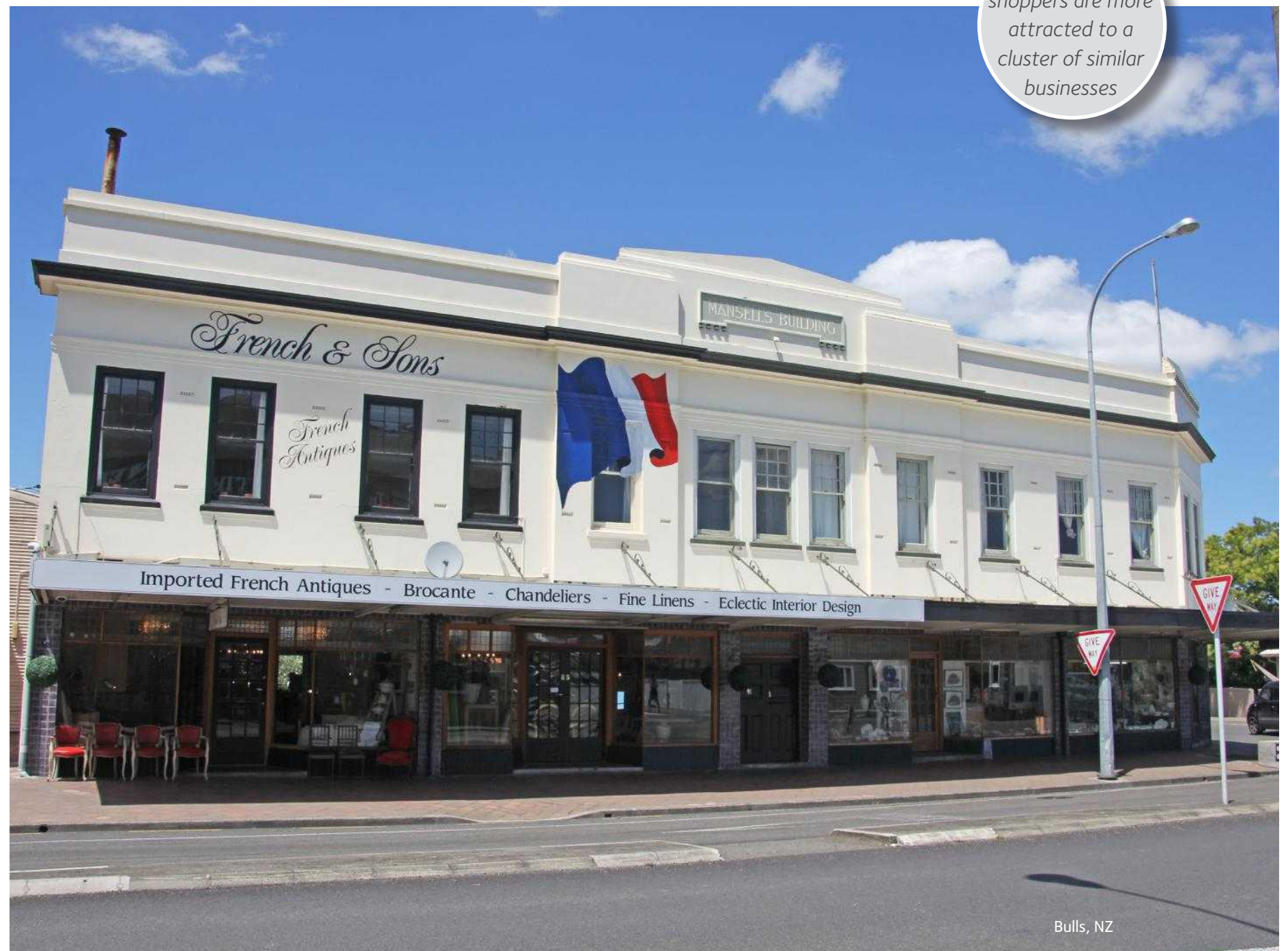
5. Encourage co-location of businesses

Co-location of similar businesses helps reinforce the core business of a precinct and makes an area more attractive for destination shoppers. In a small town with a flow of passing traffic, a critical mass of well-operated stores can result in major changes in patterns of use. A regional example is Shannon.

All of the above tactics will contribute to attracting the right businesses to each precinct. Council can make a further contribution by:

- Training of retailers and Information centre staff to spot opportunities when potential retailers stop in town. The Information centre may even carry a brochure for potential businesses or offer a guided tour.
- When Council sells or leases assets, it can state upfront that it will give preference to those who reinforce or complement the core functions of that part of the town centre.

Destination shoppers are more attracted to a cluster of similar businesses



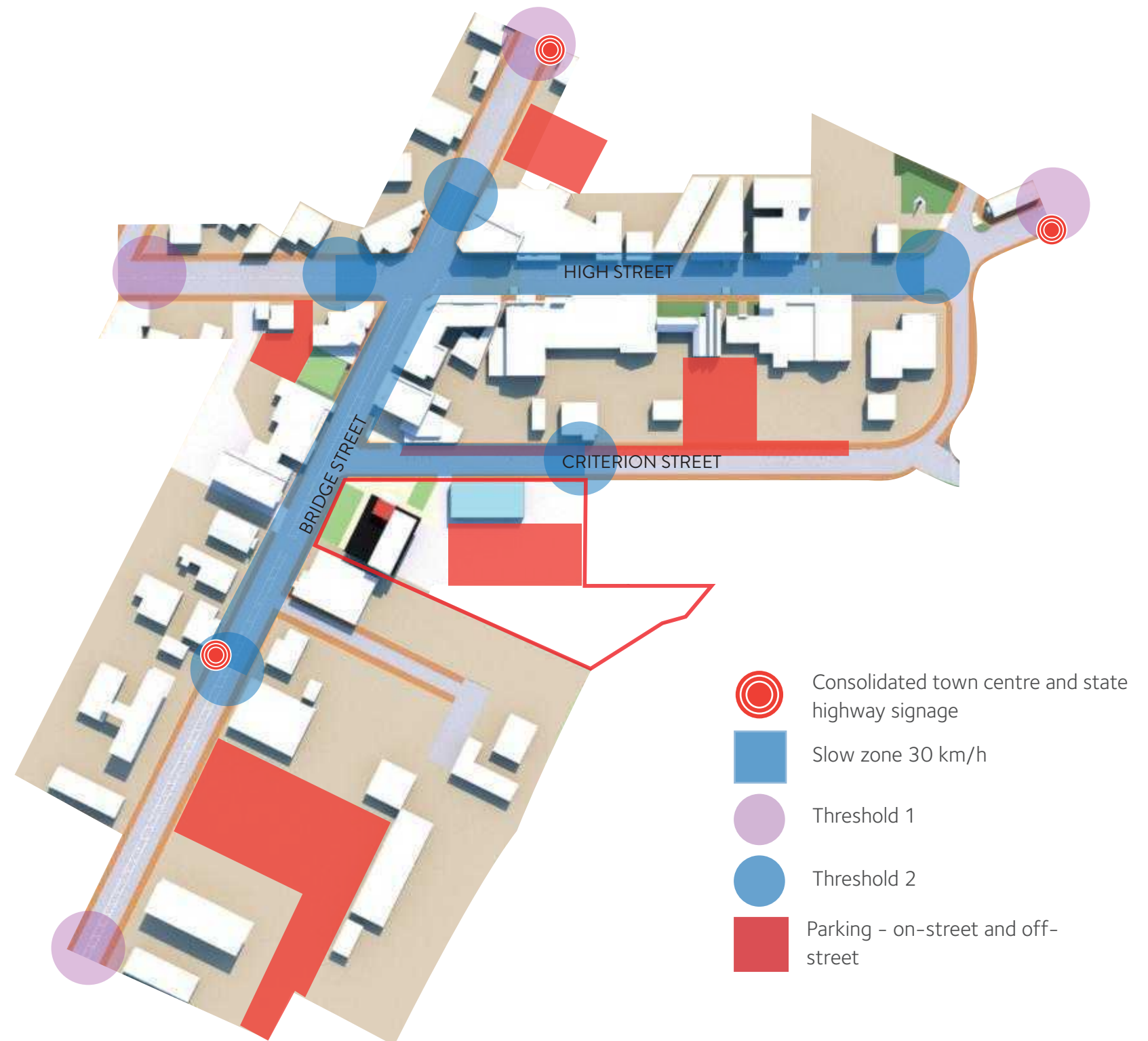
Bulls, NZ

5.5 SLOW TRAFFIC AND CREATE A SAFE ENVIRONMENT

Create an environment where those driving through Bulls act as a guest in someone else's house.

Summary of Tactics

1. Design the heart of the town centre as a 30 km/h slow zone.
2. Create a series of thresholds on the four approaches to the slow zone to help reduce traffic speed before entering the slow zone.
3. Make Criterion Street the preferred place to park by increasing convenient parking and making it it visible.
4. Reduce dominance of highway signage in the slow zone and create consolidated town centre signage that shows parking locations.
5. Make primary and secondary public spaces "jump the road" so they incorporate both sides of the street.



Rationale

While Bulls is reliant on passing traffic, that traffic can seriously erode the ambience of the town, reducing the attractiveness of Bulls as a place to stop. Slowing traffic will help to increase the overall vitality of the town.

1. Slow zone in heart of town centre

Calming the traffic through Bulls is first and foremost a psychological challenge. If the highway through town *feels* like a highway, then motorists will *feel* like they own the space and have right-of-way over people visiting the space. Motorists will only act like a guest and be civil if they *feel* like they are intruding into someone else's home territory.

Previous tactics have been aimed at changing the psychological feel of the town centre. This can be reinforced by designating the core area of the town centre as a slow zone. While simply erecting 30 km/h signs will do little to bring traffic speed down, designating this space as a slow zone will allow for engineering standards that are more consistent with this space as a civic space.

2. Series of thresholds to reduce traffic speed

Thresholds signal to drivers that their relationship to their environment is about to change. In the traditional walled city, a person was transformed from *traveller* to *guest of the city* as they walked through the city gate. There are two thresholds in the lead-up to the slow zone in Bulls. These might be likened to the front gate of a house and the front door. The front gate signals that you are transitioning from a public space to a more private space. The front door is where you make a further transition into the heart of someone else's place.

Use street trees, landscaping and thresholds to create a slow zone



Lake Oswego, Oregon - Photo Dan Burden

3. Increase convenient parking in Criterion Street

At the moment the traffic function dominates High Street and Bridge Street because they are both a traffic corridor, and the primary parking places. By maximising use of parking in Criterion Street and highlighting access and availability of off-street parking, pressure can be taken off High and Bridge Streets as places to park. This will free up some space to humanise and connect these streets.

4. Reduce highway signage in the slow zone

The large, overhead highway sign outside the medical centre reinforces the perception that the streets through town are primarily a highway, owned by the motorists.

The amount of highway signage in the core area can be reduced by consolidating all highway related signage into the outer threshold area. These signs should include directions for parking, Information centre, toilets, as well as destinations beyond Bulls.

5. Make civic spaces “jump the road”

Making a space “jump the road” means putting some of the same design elements on both sides of the road, and then connecting both sides with a distinctive surface treatment. This increases the perceived size of the civic spaces in town. It also plays a role in calming the traffic.

Putting
the same design
elements on both
sides of the road
helps calm
traffic



7. IMPLEMENTATION – MAKING IT HAPPEN

Summary

The Town Centre Plan will require a coordinated approach to translate the strategies and tactics into results on the ground. The four work streams are:

1. Collaboration and negotiation with stakeholders.
2. Design briefing, designing, and cost estimation.
3. Funding and prioritising through the Long Term Plan and aligning Asset Management.
4. Community Action Plan

1. Collaboration and Negotiation

The major stakeholders in Bulls are:

- Tangata whenua
- Business community, property owners and potential investors
- NZ Transport Agency,
- Established community groups.

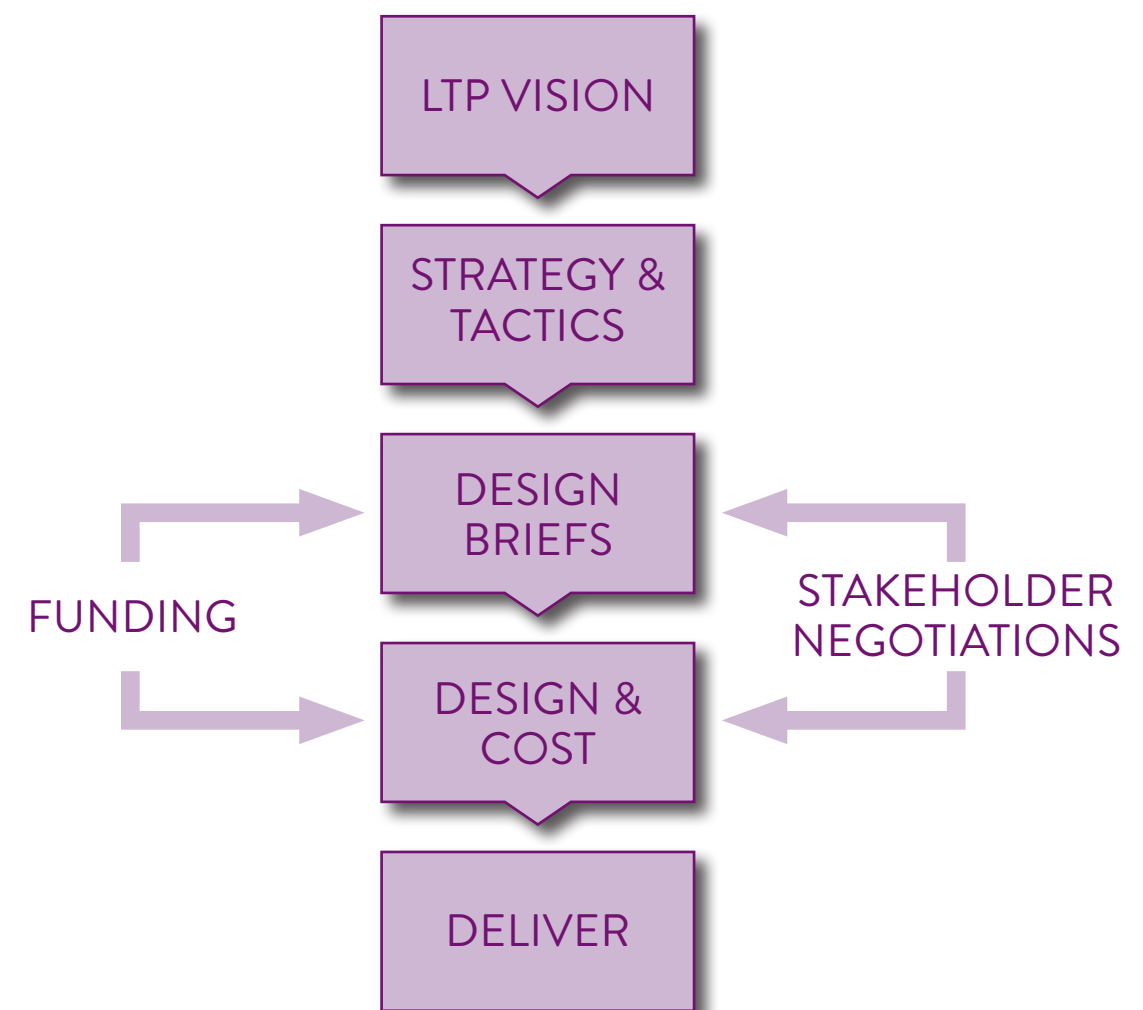
The Council will need to work with these stakeholders to establish priorities and appropriate local solutions. The Town Centre Plan is the vehicle for these stakeholders to have a better dialogue about the future of the Bulls' town centre. It provides a base to discuss and resolve competing interests before bringing projects to the wider community. Inevitably, new ideas and proposals for Bulls will arise. The Town Centre Plan is a lens through which to contextualize and discuss proposals that have not been anticipated.

The multipurpose facility and outdoor civic space is a special case amongst the strategies and tactics in The Town Centre Plan. As a major investment and priority to catalyse change in the Town Centre, innovative funding arrangements will be considered (e.g. a joint venture). Negotiations, detailed investigation and due diligence, and agreements with landowners will be required to achieve an successful long-term outcome for Council, and any potential investors. The key driver for the project, from Councils perspective, is to achieve asset management efficiencies while improving the level of service, which must not be lost in negotiation with investors or developers.

2. Design Briefing, Design and Cost Estimation

The Town Centre Plan sets out strategies and tactics for Bulls transformation to meet the Vision in the Long Term Plan. This will require investment. To be able to create realistic budgets and give the community certainty, the next level of detail needs to be created, which is a specific task outside the scope of the Town Centre Plan.

The descriptions of tactics outlined in this document provide a base for creating design briefs for individual projects. Designs will determine how the town centre will look, and the experience that visitors have in the town. Prototype actions should be considered as part of the design briefing and/or design phase to test out ideas in an affordable way and to support negotiation and collaboration through shared real-world experience.



Cost estimates can then be prepared to feed into Council’s and NZTA’s asset management and funding processes.

Three sets of design briefs need to be created:

1. The Civic Heart

- a. Multipurpose facility
- b. Civic space

2. Town Centre projects

- a. Safe street crossings
- b. Thresholds
- c. Streetscape
- d. Parking and signage

3. High St public space (existing Library site)

3. Funding and prioritising through the Long Term Plan, and aligning Asset Management.

In today’s constrained budget environment any investment needs to compete with other priorities in the Rangitikei District. The vehicle for funding projects is the Long Term Plan process. The schedule of projects in the table opposite provide a preliminary list and location of projects. The prioritization of projects will be informed by public feedback and by asset management priorities.

Through consultation to develop the Town Centre Plan two high priority projects emerged:

- a safe crossing point across State Highway 1 on Bridge Street.
- the multipurpose facility and public space.

Action	Location
Multipurpose facility & civic space	Corner Bridge and Criterion Street
Creative landmark icon / sculpture	At Information centre, for integration with multipurpose facility
Streetscape – colour, materials, street elements, street trees, and furnishing – experience differentiation	<ul style="list-style-type: none">• Central intersection – dark blue (p24)• Street sections – light blue (p24)• Public space integration – extend public space design elements across street – pink (p24)• Thresholds – type 1 – entrance to town centre (p28)• Threshold – type 2 – entrance to 30kph area (p28)
Safe Crossings	<ul style="list-style-type: none">• Cnr of Bridge & Criterion St – raised table• Bridge St (between Dalziel and Criterion St)• Bridge St –North of High St• High St West of Bridge St• High St – east of Bridge St• High St – near medical centre / future public space.
Consolidated signage	At the three threshold sites (p28)
30 kph zone treatments	Core of town centre (p28)
Library site – public space & retention of memorial arch	High Street
Criterion St parking and landscape	Criterion Street
High quality pedestrian experience – extensions	<ul style="list-style-type: none">• To new supermarket incl. Dalziel St corner treatments for safety related to truck movements• Along Bridge St North of High Street to parking and commercial sites

4. Community Action Plan

A number of actions in the Town Centre Plan can be implemented by the community. Some of these will be 'as of right' while others may require collaboration with Council and/or businesses. Actions need to be low-cost and easy to implement with a focus on doing rather than talking about doing. The following list is a starting point and not exhaustive.

- Create linger nodes.
- Activate primary and secondary public spaces.
- Activate privately owned spaces in cooperation with the property owner.
- Low cost intervention at the leased public toilets.
- Create photo opportunities.
- Showcase of Rangitikei District attractions throughout the town centre.
- Create a welcoming vibe.



8. APPENDIX

8.1 HISTORY OF TOWN CENTRE PLAN

Creative Communities International (CCI) was engaged by Rangitikei District Council to produce a Town Centre Plan for Bulls.

The purpose of the Town Centre Plan is to guide decisions the Council has to make about co-location of the Library, Tourist Information Centre, and Bus Terminal.

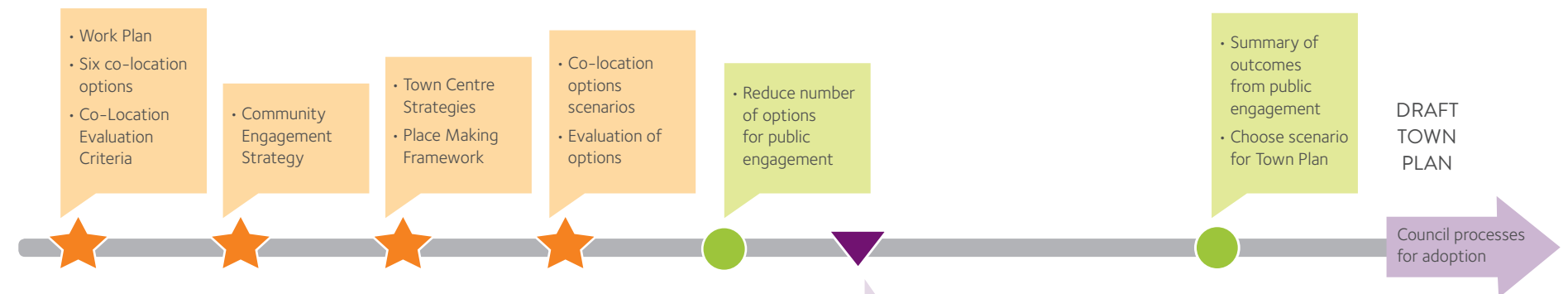
The first step in developing the Town Centre Plan was to establish a Place Making Framework, which focused on how the town would best work as a “people place” for both locals and visitors.

Once the Place Making Framework was established, CCI tested which of six co-location options would enhance the framework the best. This was then reduced to three by the Steering Group.

These three options were then further developed and presented to the public for comment in a Festival of Possibilities. Elements of the TCP were also prototyped.



Time-line



★ The Steering Group – as a representative sample of the broader community views– gives their feedback on this stage of the process.

● A critical decision point. A meeting between the Steering Group and the Council facilitated by Creative Communities.

▼ Engagement of the broadest cross section of the community – including children, youth, senior citizens and travellers – in re-imagining the future of Bulls.

Deliverable number. (See *Work Plan Timetable* Paper 1.)



PROCESS

Workplan timetable

The Steering Group and Council were presented with a detailed workplan and time-table which they both signed off on. This was so everyone was very clear about how the TCP would be developed and how the decision about a colocation site would be made.

Six potential colocation sites

After discussions with Council and the Steering Group, six sites were identified as possible sites for a multipurpose facility. The sites identified were:

- Wallace development
- Information centre and bus depot
- Criterion hotel site
- Town Hall
- Library
- Toy library/memorial park

Evaluation criteria established

The Council and Steering Group were asked to sign off on the evaluation criteria for the six colocation sites. It was important that the criteria be established before any exploration of the potential for each site.

There were two broad areas of evaluation:

- How well that colocation supports the town centre strategies for the renaissance of the Bulls Town Centre
- The life-cycle costs over 25 years.

Support for Town Centre Strategies

1. How well does it meet the traveller's needs (food, toilet, stretch legs, recharge)?
2. Is the site highly visible and does 100% of traffic pass the site?



- 3. Is car parking visible and easily accessible?
- 4. Does it complement traffic options planned for the future?
- 5. To what degree does it create a new anchor for the town?
- 6. To what degree does this scenario repair deficits in the current site?
- 7. To what degree does it create an outdoor civic space which helps increase visible public life?
- 8. To what degree does it help knit the town centre together? (Does it improve connectivity and access for pedestrians, cyclists, prams and people with disabilities?)
- 9. To what degree does this scenario provide an opportunity to create a landmark with photo opportunities?
- 10. To what degree is the site large enough to provide flexibility in site and building design?

Life Cycle Costs

- Capital costs + operational costs for length of life-cycle Minus income from rent or sale of properties.

Town Centre Plan + Placemaking Framework

Based on observations, Creative Communities developed a Placemaking Framework for Bulls, which was signed off on by Council and the Steering Group. It was vitally important that this framework be agreed before the evaluation of the six potential colocation sites as they needed to be evaluated in how well they supported the overall strategies for the the town centre.

Preliminary Evaluation

The six sites were given a score for how well they supported each of the evaluation criterion. Scores were:

- Wallace 11
- Information Centre 23
- Criterion 26
- Town Hall 16
- Library 14
- Toy Library 26

Life-cycle costs were also calculated for each site.

Reduction

The Steering Group and Coucil were presented with the findings of the evaluation at a Reduction Workshop. Creative Communities presented the reasoning behind the scoring and life-cycle costs. Participants agreed that the three options that received the lowest scores should be dropped from further evaluation.

Development of remaining options

Creative Communities developed the remaining three options, showing the same sized facility on all three locations.

Public meeting

The concept drawings for the three locations were presented at a public meeting and the public were invited to ask questions. They were informed about the prototyping and opportunities to provide feedback.

Prototyping

Over the course of a weekend, the community participated in prototyping some of the strategies and tactics foreshadowed for the TCP. This allowed the community to experience how some of these tactics may look if adopted.

Festival of Possibilities

The community was invited to walk a circuit, experience the prototyped spaces, look at the three options for a multipurpose facility and then leave a comment on a wall.

Over 80 people left a comment or made a more formal submission.

Production of Draft TCP

Taking into account feedback from the Festival of Possibilities, Creative Communities produced a draft of the Town Centre Plan.

8.2 SUMMARY OF TCP TRAFFIC MANAGEMENT OPTIONS

Background

As part of the development of the Bulls Town Centre Plan, the Bulls TCP Steering Group identified the following transport issues as being central to the long term development of the Town Centre Plan.

- I. Pedestrian safety crossing SH1/3
- II. Traffic volumes and movements in and around the town centre and at the new retail development site.
- III. Heavy vehicle trailers entering the footpath when turning from High Street into Bridge Street and crossing the centreline when leaving Dalzell Street.
- IV. Likelihood of potential State highway by-pass of the town.

In 2004, in an attempt to address these transport issues in Bulls, a preliminary set of six alternative transport options had been drawn up by Transit New Zealand (now New Zealand Transport Agency or NZTA). Those options were:

- a. No change
- b. Truck by-pass south using Criterion Street
- c. Total traffic by-pass leaving High Street as a walking mall
- d. One-way system north bound on High Street, south bound on Criterion Street
- e. Rotary system that allows north bound traffic using High Street to return via Criterion Street
- f. Roundabout or traffic signals on the state highway junction at High Street/Bridge Street

These options were revisited during the development of the Bulls Town Centre Plan. NZTA confirmed that traffic through Bulls had not increased at the rate anticipated in 2004 and that NZTA no longer considered any development of the state highway network through (or past) Bulls in its future plans. However, NZTA was concerned to

accommodate community aspirations to improve amenity values from the state highway network where this could be achieved at little or no cost.

Three options for traffic management were included in the documentation put out for consultation during April 2014. These were:

High Street Reconfiguration

This proposal would essentially create a “winding path” through High Street (SH1). It would aim to reduce traffic speeds and allow greater pedestrian crossing opportunities. All parallel parking would be removed and replaced with intermittent angle parking on opposite sides of the street allowing the two-way traffic to weave through the street. Street-scaping, including highlighting pedestrian crossing areas, could be included.

Replacing High Street with Criterion Street as SH1

All SH1 traffic would be diverted off High Street and along Criterion Street. This would require significant upgrade of Criterion Street to meet State Highway specifications and also put restrictions on, for example, the street parking and vehicle access directly onto the SH.

A one-way system north on High Street and south on Criterion Street

This option would be best considered as a single lane option with roading upgrades to Criterion Street to fall in line with NZTA state highway specifications. These road upgrades should be considered to meet only that required for a single lane road, leaving excess space to be developed for pedestrian and street enhancement.

Feedback received during the public engagement process signalled that local retailers and residents were resistant to any traffic management which diverted traffic from the main shopping area of

High Street. However, feedback from the community was strongly in favour of the addition of a safe crossing point across Bridge Street. This feedback was presented to NZTA in a meeting with the Steering Group, 16 May 2014. NZTA has subsequently committed to establishing an island refuge crossing point during the upgrade of Bridge Street in the summer of 2015. NZTA would also look into moving the overhead directional sign in the middle of High Street back towards the Daniell Street entrance to town.

BULLS TOWN CENTRE
7 DAY
makeover
1-7 FEB.



Contents

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Outcomes	6
Recommendations	10

Background

In the Bulls Town Centre Plan, Creative Communities made a recommendation that each town in the Rangitikei District Council be allocated a budget for community-led, grass-roots place making. The plan states:

Building civic pride in a space is not just about providing the space and filling it with landscape items. The more involved the community is in creating these civic spaces the greater the sense of “emotional attachment” and civic pride.

It is therefore imperative that Council provide mechanisms for the community to build aspects of these civic spaces themselves.

In response, Council allocated funds to the Bulls Community Committee to run a place making program in Bulls. Creative Communities was engaged to run a 7 Day Makeover.

On December 7, 2015, David Engwicht ran an Information Night for interested people, explaining how the process would work.

The makeover itself happened February 1 – 7, 2016

Any community placemaking program has the following **risk factors** (based on 25 years experience):

- The community doesn't understand the basic principles of placemaking, and invests in ineffective projects.
- The community can't agree on the most important projects or on the design for a project and the process becomes bogged down in endless meetings.
- The town naysayers oppose what is proposed and nothing ends up happening.

Creative Communities has been looking at sharpening its approach in how we involve communities in creating great public places. We wanted to increase the quality of the training of local leadership, and the transfer of skills. And we wanted to minimise the potential for projects to go off track.

The result of this hard work was *The 7 Day Makeover*.

The 7 Day Makeover trains local people in the art of agile place making.

The process can be replicated in further makeovers.



A sharper system

The 7 Day Makeover was designed to overcome some of the limitations of traditional methods of involving the community in place making,

- *The 7 Day Makeover* is an integrated system with a robust process which can be replicated by the community (and Council) over and over again. This process has systems that were developed to help prevent projects from going off track.
- Much higher level of training for Council staff and residents in the art of agile place making.
- Higher levels of pride in the outcome because participants create the *Makeover Strategy* themselves, rather than it being created by Creative Communities.
- Higher levels of community involvement overall because of better advance notice of process.
- Greater flexibility for community members in choosing their level of involvement.

The Process

The process involved two key phases:

PHASE ONE: INFORMATION AND SIGN UP

- A comprehensive communications plan was implemented.
- David visited Bulls December 7 and conducted an information evening to prepare for the 7 Day Makeover.

PHASE TWO: THE MAKEOVER

- The process outlined in the diagram below was implemented.



Outcomes

PARTICIPATION

- About 20 people attended the Info Night.
- 12 people participated in the 2 day Ideas Workshop.
- Approximately 20 people participated in the Makeover.

MAKEOVER PROJECTS

Two areas were chosen for the makeover – the space between the bakery and the Info Centre and the space outside the fish and chip shop on the corner of Bridge and Criterion Streets.

These two spaces were chosen because they are the transition point between the “food and travellers quarters” and the “destination shopping quarters”, (see *Bulls Town Centre Plan* P12. This transition point was of low quality and did not reflect the quality of the destination shops quarters.

These two spaces were also chosen to demonstrate how design could “stitch the two sides of the highway together” and make it feel like the traveller is passing through “The civic lounge room of Bulls” and therefore should act as a guest.

The quality of work was generally very high. There were no incidents of unacceptable quality.

The following was delivered at the bakery/info site:

- Two long banquet tables on upper level restored and waxed.
- Walls of Info Centre painted the same colour as the bakery to create the feeling of a coherent courtyard.
- Key bollards removed to create a sense of entry into the space and to expand the space to include the unused space in front of the Info Centre.
- The mural on the back wall, which was faded and peeling in places, was re-purposed by painting out sections..
- An “art installation” on the bakery wall utilising old window frames.
- Extensive landscaping
- New tables and chairs and umbrella.

The following was delivered in the fish and chip area:

- A deck with “Bulls” on front
- Two picnic tables refurbished and painted.
- Landscaping
- Sun lounge, bean bag and other furnishing for deck.

- Two umbrellas for picnic table
- Painting of large rusted sign.

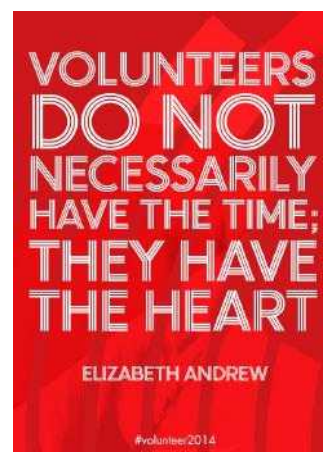
FINANCES

- The makeover went over the \$5000 budget by \$270.

PROCESS

Generally speaking the process achieved exactly what we set out to achieve:

- The tight time-frame of seven days meant people were in action mode and didn’t get bogged down in endless talk and planning.
- The short time-frame did not give the naysayers time to organise.
- The final design emerged from the process and was better than anyone could have planned.
- Participants stayed agile.
- There was quite a deal of conflict over the overall aesthetics: the “pro-colourful” camp and the “pro-retrained-and-classy” camp. (This was a natural extension of a conflict that has been going on in the town for some time.) Combining these two aesthetic approaches was challenging, but I think we managed to marry the two successfully.
- Some participants were impatient to get on with the planning as they had done the Place Making training previously. This has led to a significant refinement in the 7 Day Makeover process that gets participants into the practical planning much earlier in the workshop.









Feedback

Two participants responded to our post-event survey

Q1: Overall, how would you rate the 7 Day Makeover

Excellent
Very Good 1
Fairly Good 1
Mildly Good
Not Good at all

Q2: What did you enjoy most about the 7 Day Makeover?

- Seeing the end product/s. The new spaces look good.

Q3: What could we do to make the 7 Day Makeover even better?

- I think the first two days could have been compacted as most people attending had already attended and been through the process. Perhaps more time looking at different options. I know we have quite a few staid people in Bulls and it is hard to get them to think outside the square (literally)- look at the platform..!!!! I also think there needs to be a contingency for ongoing work and how it can be developed and paid for and contributions from the community. 7 day makeover is good and meets a purpose but we need an ongoing plan of action and need to get more input from other community groups/schools etc and develop the ownership connection within our community.
- Less talk and sitting, more hands on. Forget the 7 days and make it an on going event with a "local" in charge

Q4: Do you feel like you made a valuable contribution to your community?

Yes
No 1

Q5: Is there anything else you'd like to share about your experience of the 7 Day Makeover?

- I think it would be good to work with the Community Committee to develop a skills/resources list within the community that we can then draw on for further creative developments.....how exciting!!! Thank you for your contribution David - it's appreciated.
- I feel there are more important ways to improve our community rather than hurriedly choosing somewhere then having a time limit on getting those sites finished with a limited amount of money to spend.



Recommendations

Key recommendations

1. That Council continue to fund grass-roots place making in future budgets.
2. That the Bulls community be encouraged to undertake another makeover, but that this be something that can be done in a shorter time – say a weekend.
3. That the same process, as used in the 7 Day Makeover, be followed:
 - Choose a location to be made over
 - Generate ideas for the space, using the questions in the Workshop Manual provided to participants.
 - Ask drivers to nominate for various aspects of the makeover
 - Begin the makeover without a long lead-in time. (Maximum of one week. The longer the lead-in time the more chance the process will go off track and the participants begin over-planning.)

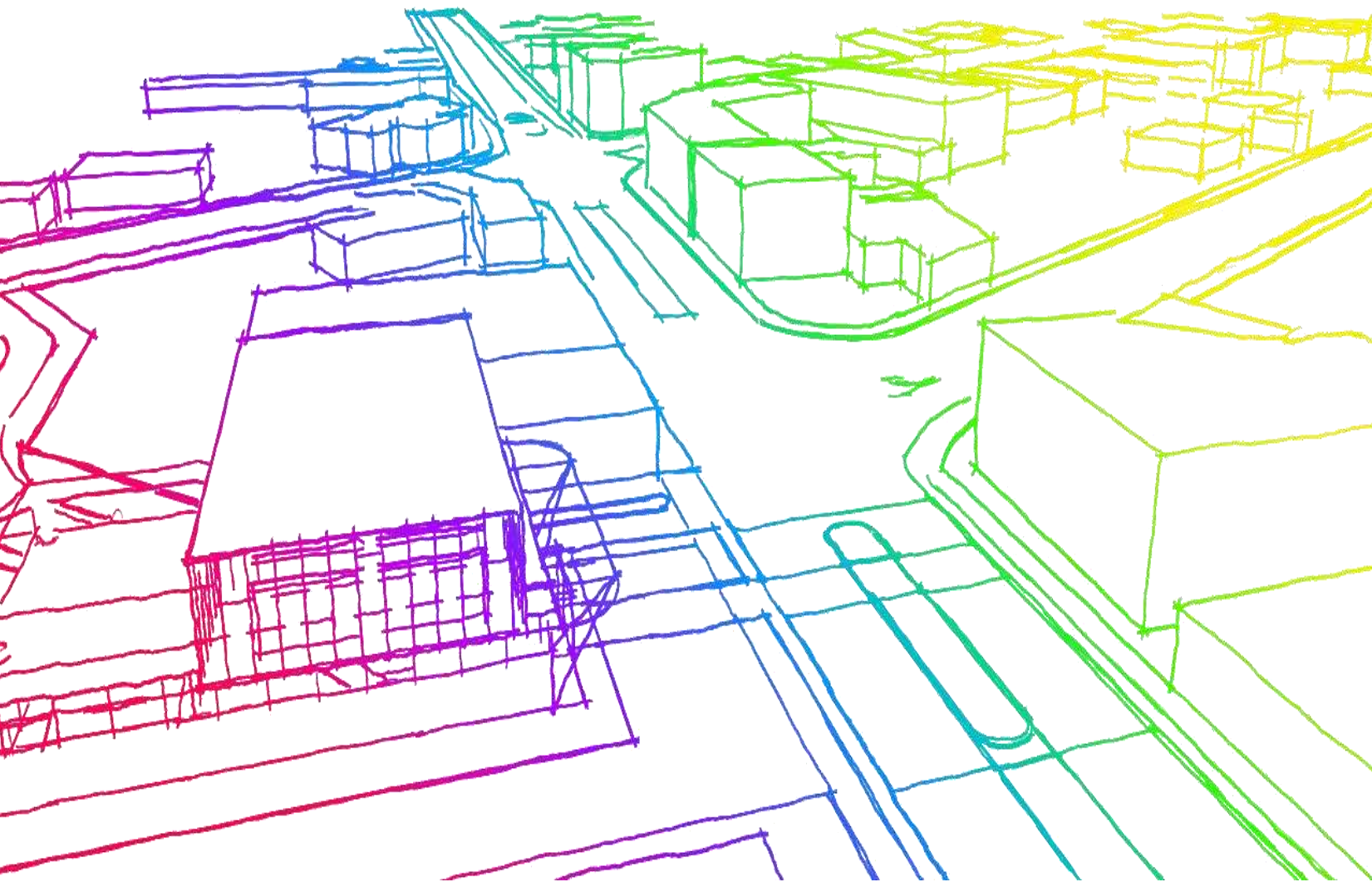
Changes to process

While the process worked extremely well, the following refinements would potentially make it work even better:

- **EASIER ENTRY POINT:** Potential participants can too easily get the impression that they need to give up seven days to be involved, or that they need to attend the full two days of the Ideas Workshop. Potential participants should be given a broader range of options of how they can be involved, starting with just one hour.
- **CHOOSE MAKEOVER LOCATION AT START:** The location for the makeover was chosen at the end of day one, *after* the place making training. This led to some frustration for those who had already done the training. It also meant that people were learning theory, then had to apply this later on. In future 7 Day Makeovers, the location should be chosen as the first step, and then place making theory applied directly to the chosen space.



Placemaking in Bulls A Student Gallery



Revitalising Bulls Town Centre

A collection of projects from the students of 132.414 Urban Planning & Design



Editor: Muhammad Imran

Co-Editor: Ashleigh Pearce


50
YEARS



MASSEY
UNIVERSITY
TE KUNENGA KI PŪREHUROA
UNIVERSITY OF NEW ZEALAND

THE ENGINE
OF THE NEW
NEW ZEALAND





Title: Placemaking in Bulls: A Student Gallery
Editor: Muhammad Imran
Co-Editor: Ashleigh Pearce

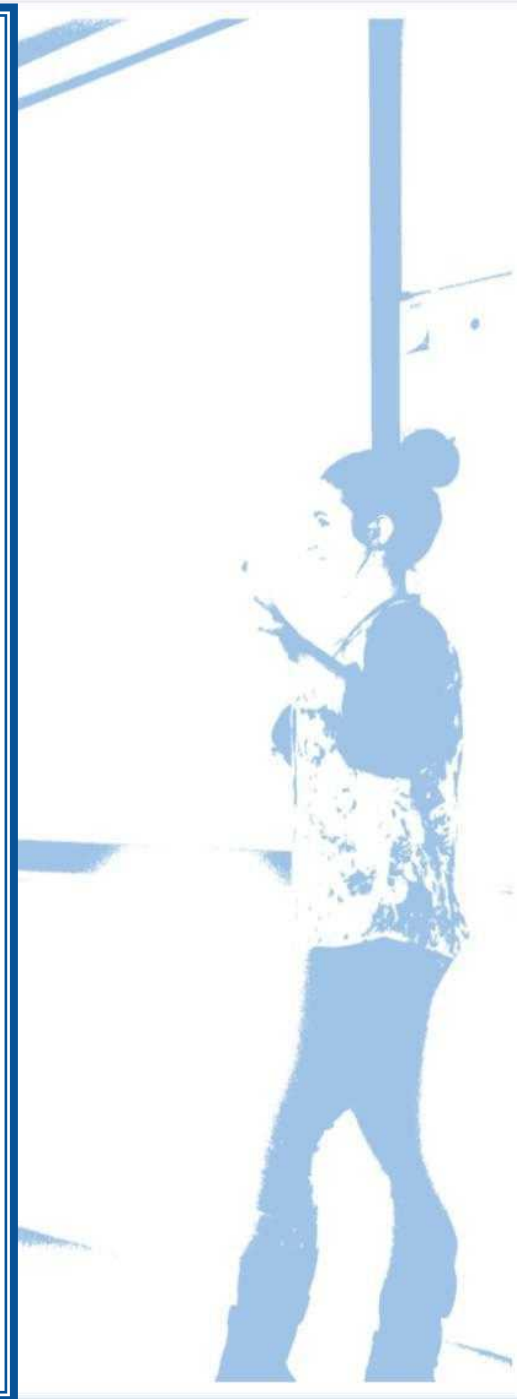
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About the Editors

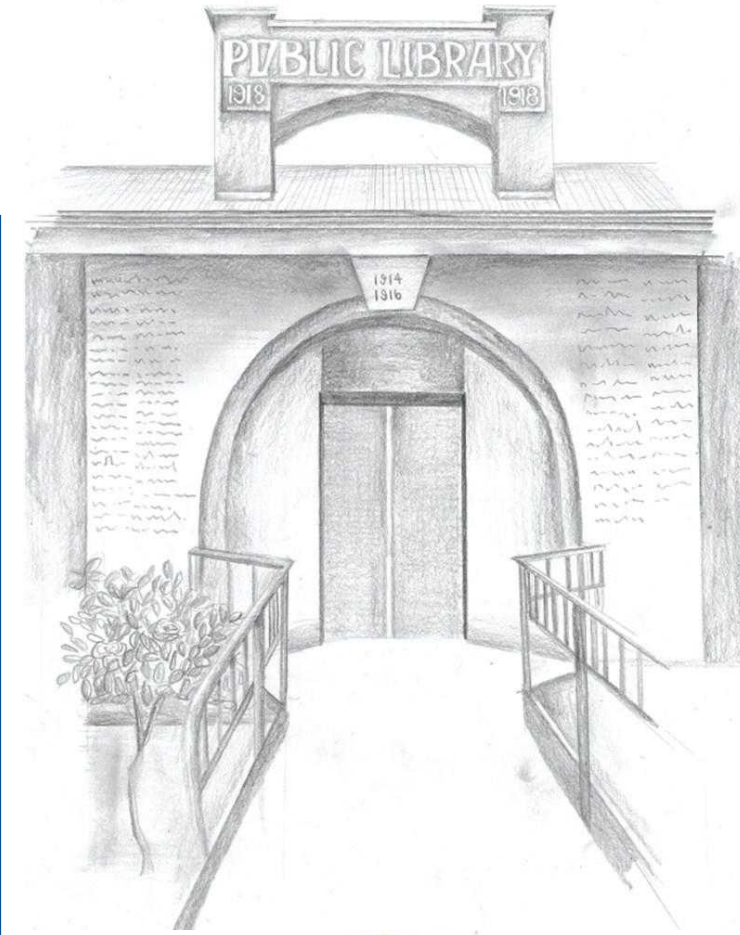
Muhammad Imran is a senior lecturer in the Resource and Environmental Planning programme at Massey University where he teaches urban planning and design.

Ashleigh Pearce is a graduate planner who is passionate about making New Zealand cities and towns more liveable.



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Bulls Steering Committee and people who shared their views and aspirations.

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John Yin

Joy Morse

Justine Baird

Kathleen Hudson

Keegan Aplin-Thane

Klazien Voogt

Lauren Clews

Lauren Gram

Mahalia Tapa-Mosen

Melissa Aldersley

Mel McCormick

Michelle Fluker

Pepa Moefili

Rebekah Foster



Foreword



Planners are increasingly being asked to act as the connectors and drivers of placemaking. Future planners need design skills that embed the needs of communities, local materials and the natural environment to fully understanding the nature of local problems. Massey University plays an important role in developing these skills, and a core part of the Bachelor of Resource and Environmental Planning (BRP) curriculum is urban planning and design. The fourth year Urban Planning and Design paper offered at Massey University, Palmerston North is fundamental in developing design skills in place-making, and community-led design.

The Massey University Resource and Environmental Planning programme has working alongside the Rangitikei District Council (RDC) and Creative Communities to prepare the Master Plan for the Bulls Town Centre. Using current planning examples such as the development of the Bulls Town Centre helps students connect academic urban design exercises to real world planning scenarios. Students have the opportunity to apply their creative ideas, design skills and class material to make vibrant and high quality public spaces.

This project work gives students an increased appreciation of good and bad urban design, and how quality design can contribute to the experience and vibrancy of public spaces. The project work also allows students to experience community engagement in action, in order to understand community aspirations for the Bulls Town Centre. Based on this engagement, groups of students carry out design analysis to create a responsive and site-appropriate Master Plan. The final Master Plans to revitalise the selected site represent the creative, artistic and off-the-wall design solutions that students have developed during their studies at Massey University. All four group projects follow the same methodology. However, the final Master Plans represent a diverse range of design solutions for the Bulls Town Centre.

We hope you enjoy the students' work.

Muhammad Imran & Ashleigh Pearce



Foreword

The Rangitikei District comprises 4,500 square kilometres of mainly lush, rural land characterised by the sheer vertical "papa" (clay) cliffs and deep canyons of the Rangitikei River. It is a diverse land ranging from the sand plains of the coast (which stretch as far inland as Bulls) to the magnificent hill country of the upper Rangitikei. The District has a population of about 14,000 living mainly in the townships of Marton, Bulls, Taihape, Hunterville, Turakina, Mangaweka and Ratana.



The District Council is based in Marton with service centres in Taihape and Bulls. The Council established a collaborative programme with Massey University's School of People, Environment and Planning in 2012 when it invited the School to present thoughts on community resilience to its annual "Path to Well-being" conference. Path to Well-being is a programme to develop multi-agency partnerships to identify and address significant issues within the Rangitikei District.

This programme has provided the opportunity for Honours students from Massey University's Bachelor of Resource and Environmental Planning (BRP) to work on a number of project-based research themes that are pertinent to the Rangitikei District community. These have ranged from developing a framework for monitoring community resilience to an analysis of the value of a "smart decline" approach to managing Council's leisure assets.

This project provides the opportunity for students to apply their ideas and technical skills in relation to the design of a master plan for the Bulls Town Centre. The Town Centre Plan is required by Council and the community to help them decide on the best location for a new Council service centre in the town. The new centre will combine the functions of the existing Library, Town Hall and Information Centre. The development of the Town Centre Plan has been managed by a Steering Group of community representatives, guided by urban design specialists, Creative Communities. Students have been asked to look in detail at the urban design strengths and weaknesses of four locations within the town and to analyse these, taking into account the community's vision for the town. They have been involved in the community engagement process which has helped to define what that vision is.

The project represents the very best of the Path to Well-being's collaborative aspirations. It enables Council to seek the ideas and talent of emerging professionals in the field of urban design – which is unusual for such a small, rural District – and it enables those emerging professionals to have a real-world experience as they prepare themselves for their future careers in the field.

Denise Servante & Kevin Morris
Policy & Planning team, Rangitikei District Council



Introduction

Planning aims to make places better to live, work and play for all members of local communities. Planning for sustainable and liveable cities has become about much more than individual buildings, roads and the aesthetics of a place; it is about developing the 'local life' of a place. Since the 1960s planners and architects have been dealing with *space*. Meanwhile, no one has taken responsibility for maintaining *life* in the urban environment. The *life between buildings* has often been forgotten when cities are planned on a large, city wide scale. However we are seeing a renewed focus on placemaking and urban design initiatives that focus on the liveability, sustainability and vibrancy of community public spaces. Placemaking involves creating public spaces that people want to spend time in rather than just pass through. High quality design of urban spaces has become very important in making successful, enjoyable public spaces for *people*.

The fourth year Urban Planning and Design paper offered at Massey teaches future planners how to transform the built environment – individual buildings, neighbourhood centres, suburbs, the CBD and an entire city - into liveable and sustainable areas by using community-led innovative design techniques.

The class of 2014 was tasked with developing a Bulls Town Centre Plan as part of their course assessment. Groups of four to five students assessed their assigned Bulls site for the co-location of the library, information centre, and bus depot that make up the new Town Centre. These site locations were collaboratively selected by the Rangitikei District Council, Creative Communities, and the Bulls community steering group.

The project requirements for the development of the Bulls Town Centre Plan encompass three main tasks. First, students analysed their assigned study site, and the existing Bulls urban form. This was undertaken on the basis that placemaking solutions require understanding of how a space is used, and the needs of the users to produce responsive and successful revitalisation solutions. Observations are the primary tool of public life studies, allowing students to visually identify strengths, weaknesses, threats and opportunities. Manual observation and data collection methods have been used by students to assess shops, character, streetscape, traffic, and built form attributes.

Second, students have taken part in placemaking and

community engagement events in Bulls to understand the desired outcomes and aspirations of the local community. Based on the identification of key themes and issues, students have suggested improvements to further refine ideas using design-led analysis.

The third task within this project was the development of the Master Plan, which was comprehensively informed by assessment of the existing situation and community-led design analysis. This is the most important task of the project, where students have to communicate their creative design solutions in a variety of 2D and 3D visual representations.

This class report combines the analysis and design ideas of four group projects. The design projects applied learning from the academic literature, best practice case studies and, most importantly, local community feedback. This report discusses the methodology followed, assesses the existing situation in Bulls and the community-led design analysis, and presents the four Master Plan revitalisation solutions prepared by the students. The student design proposals are fresh and innovative, and, at times, challenge traditional ways of thinking.



6 Steps Project Methodology

1. Attended Co-Location Options Workshop & Launch



2. Attended Prototyping Afternoon



3. Involved in Festival of Possibilities

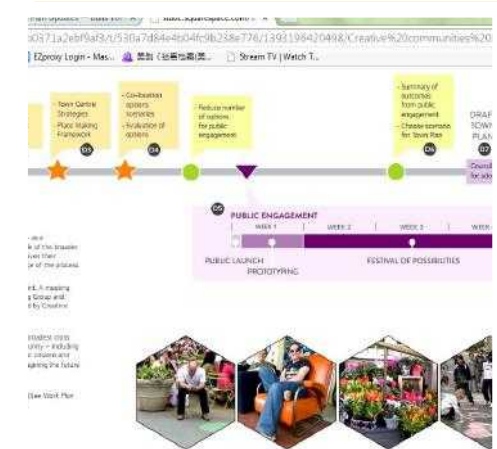


17 March: Town Hall Building

Option Reduction Workshop

Council working with steering group to reduce the number of candidate sites for the colocation proposal from 6 to 4

Plan for prototyping week.



2 April Town Hall Building

Formal launch of the Town Centre Plan

Formal presentation announcing final three colocation options.

Display boards for each site option released

Answer questions from the community for clarification

Planning for upcoming prototyping week



6 Steps Project Methodology

5 April Bulls town centre

Public launch of the Town Centre Plan

Walking circuit introducing the 3 shortlisted sites to community & feedback wall for community views

4. Undertook Community-Led Design Analysis



5. Developed Bulls Town Centre Plan



6. Presentations and Dissemination

30 April

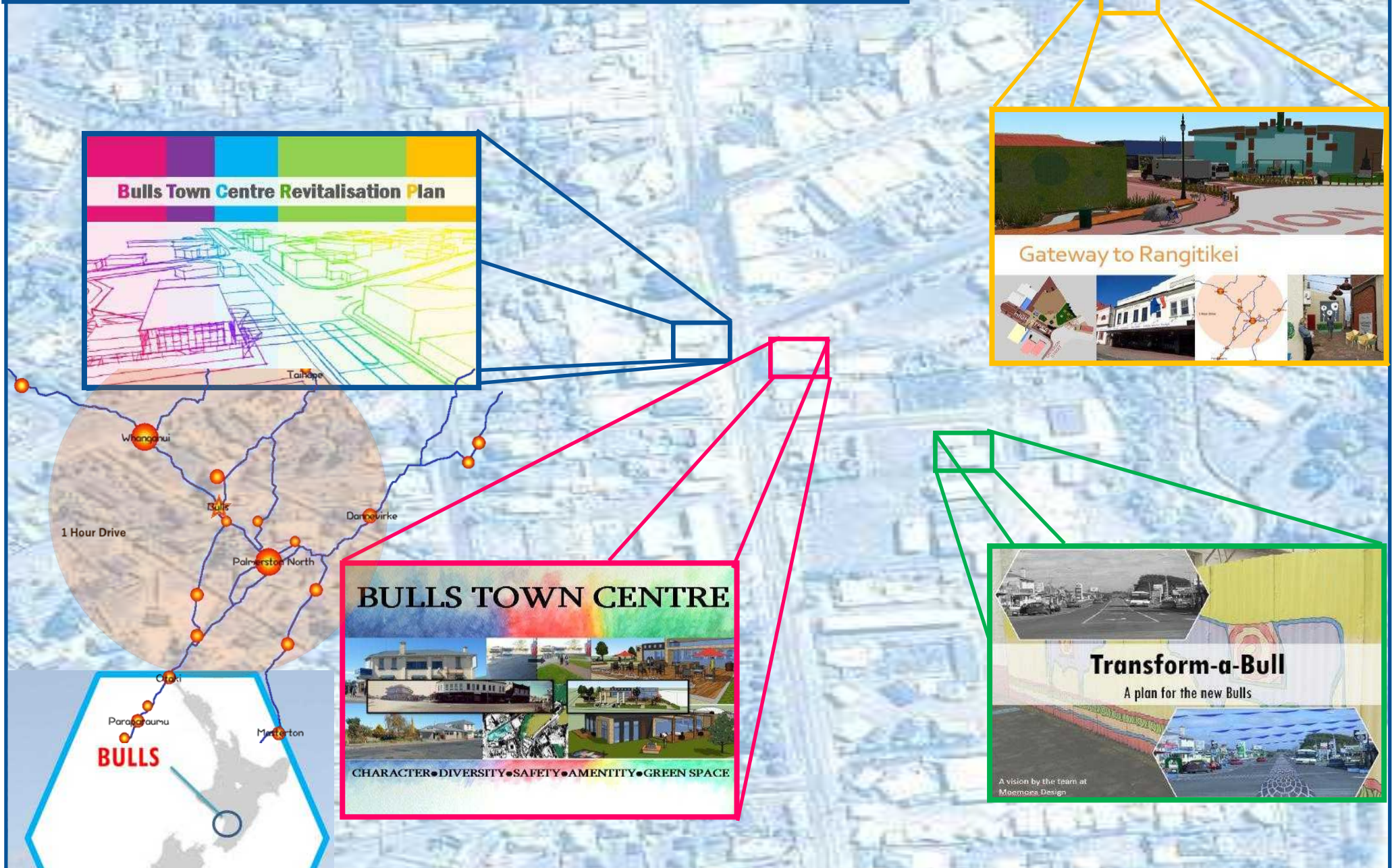
Submission closes

Last day for the community to vote for the preferred colocation site location

Co-location option chosen.



Four Case Study Sites in Bulls



Bulls

Bulls is located on the junction of State Highway 1 and State Highway 3. It is well connected to both the Rangitikei District and the Manawatu-Wanganui Region.

Pedestrian safety in the Bulls town centre is compromised as there are no pedestrian crossing or traffic lights. Currently, if a pedestrian wish to cross the busy highways or streets they must use the median strips. This is problematic as the median strips have to be shared with turning vehicles.

There are also some issues with the footpaths, including obstacles that make it difficult for pedestrians to manoeuvre, and sections of footpath that are incomplete. Furthermore, uneven surfaces may be problematic for less mobile members of the community.

Walking

1 The small size of Bulls means that the bus depot is within easy reach by walk. The majority of the town is within 5 minutes' walk to the depot. Virtually all the rest of the town residents are located within the 10 minutes walking catchment.

2 There are also several pedestrian lanes linking together Bridge Street, Criterion Street and High Street. This enables easy access to shops and facilities in the town centre by walk.

3 However, the town centre is perceived as unsafe for pedestrians due to its heavy vehicular traffic. Also contributing to the unfriendly walking experience is the absence of infrastructure for alternative modes, such as refuge islands and traffic calming measures.



Cycling

1 Bulls' compact size is suitable for cycling. The depot is within 5-minute reach from any point in the town by cycling.

2 However, the heavy vehicular flow plus the lack of cycle lanes render cycling an unattractive option.



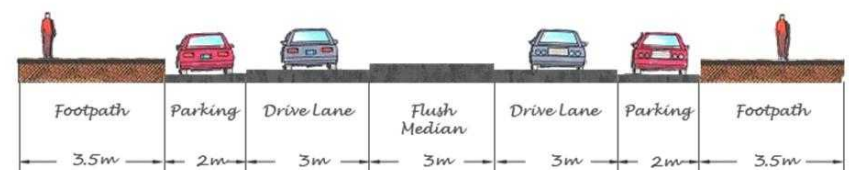
Driving

1 The town centre is easily accessible by cars thanks to its central location in the town.

2 With two SHW's cutting across it, the town centre also experiences large volumes of traffic from outside the township.

3 It is estimated that the intersection of Bridge Street and High Street handles around 12,000 vehicles per day.

Cross Sectional View of Bridge Street



Key sites & land uses

Central to the Bulls town centre redevelopment is the co-location of the towns library, town hall, information centre and bus depot. By harnessing the synergy of the four facilities, the new community centre is expected to provide a focal point where people can meet and socialise.

Many buildings in Bulls are architecturally unique, such as the town hall which is reminiscent of art deco style, adding character to the town. The library is another key site which is valued by the community for its historical importance: the arch-way is a memorial to soldiers from the Bulls area that lost their lives in World War 1. Both sites are central to the identity of the Bulls community although there is great potential for revitalisation to encourage greater vibrancy and use.

TOWN CENTRE

The town centre is Bulls' largest commercial zone, which radiates from the intersection of Bridge Street and High Street. There is a high concentration of businesses and public services along the two road axis. Bridge Street is strongly service-oriented, featuring two petrol stations (BP and Gull), a police station and a number of food outlets. Meanwhile, High Street is the town's shopping precinct with a host of shops. Major public facilities such as the town hall, the library and Bulls Museum can also be found on High Street.



Mothered Goose Cafe



Bus Depot

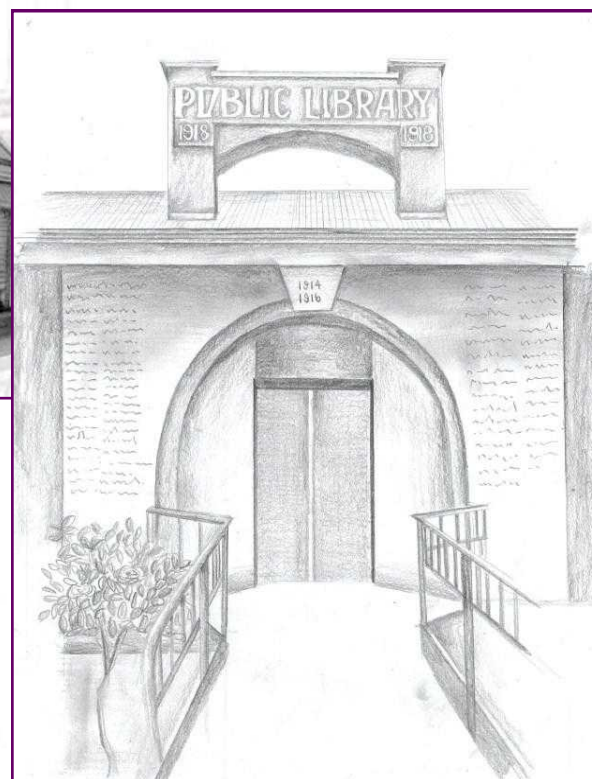
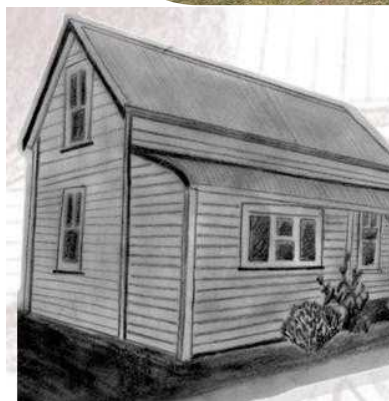
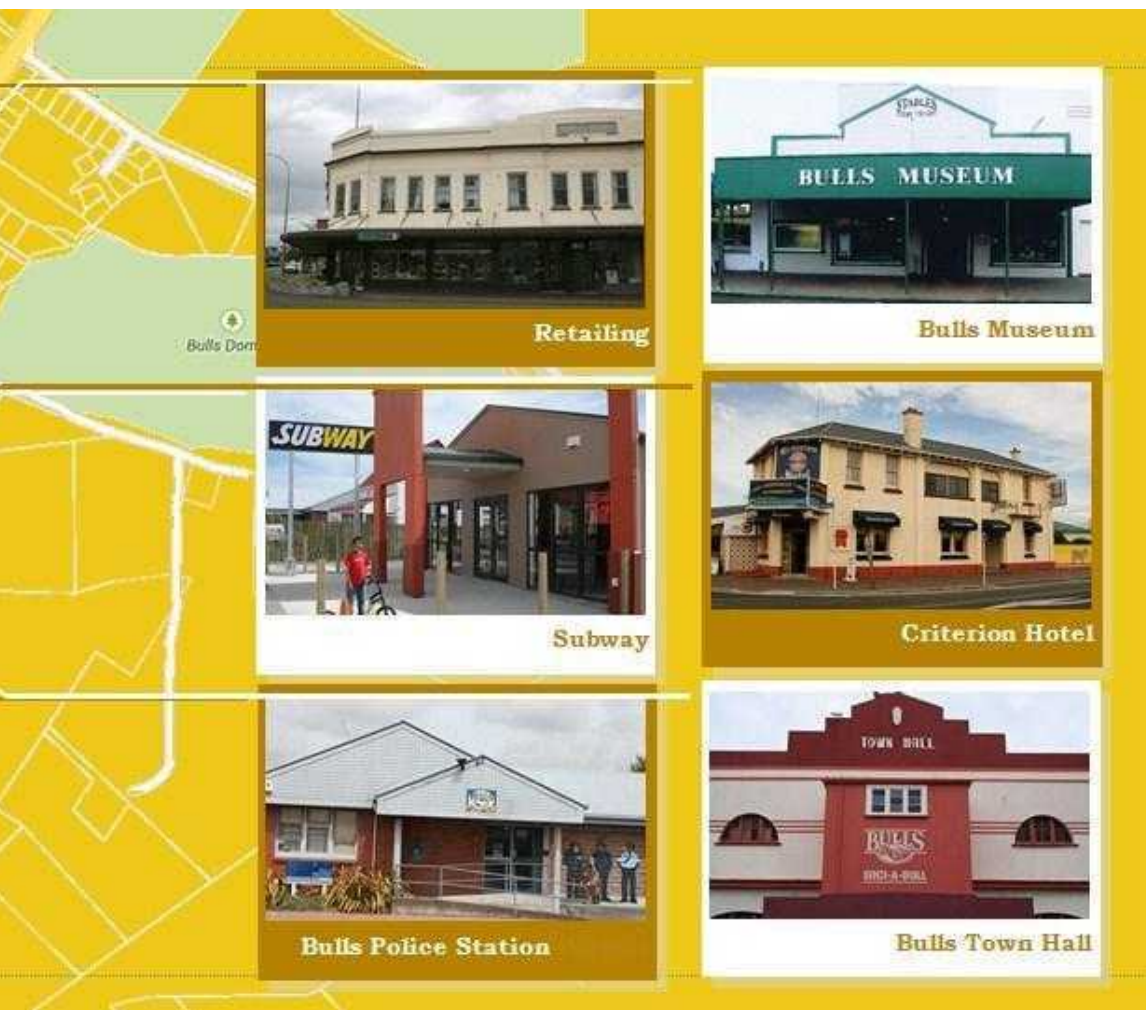


Parlour



BP Petrol Station





Urban form

Bulls has an attractive urban form with well maintained shop façades. The boutique shops display a quirky and unique character which attracts passers-by to stop. This is a strength that should be built upon.

Streetscape

The Bulls town has been branded using the slogan “simply un-forget-a-bull”. The town centre contains a range of elements such as street art, sculpture, rubbish bins and direction signs, all which have been uniquely designed with “bull” themed features. Together, these street features create a strong sense of identity with a humorous twist.

Green space

Green space is an important factor in the vibrancy of a town, providing free space in which to relax, play, attracting tourists and providing amenity to an area. There are large areas of green space around the outer limits of Bulls, and although these provide great opportunities, their potential is limited due to their hidden nature.

Rural Character

The rural character of Bulls is central to its identity. Rural character is displayed well in Bulls and creates a distinctive sense of place within the town centre. This is particularly noticeable along Bridge Street.

STREETSCAPE

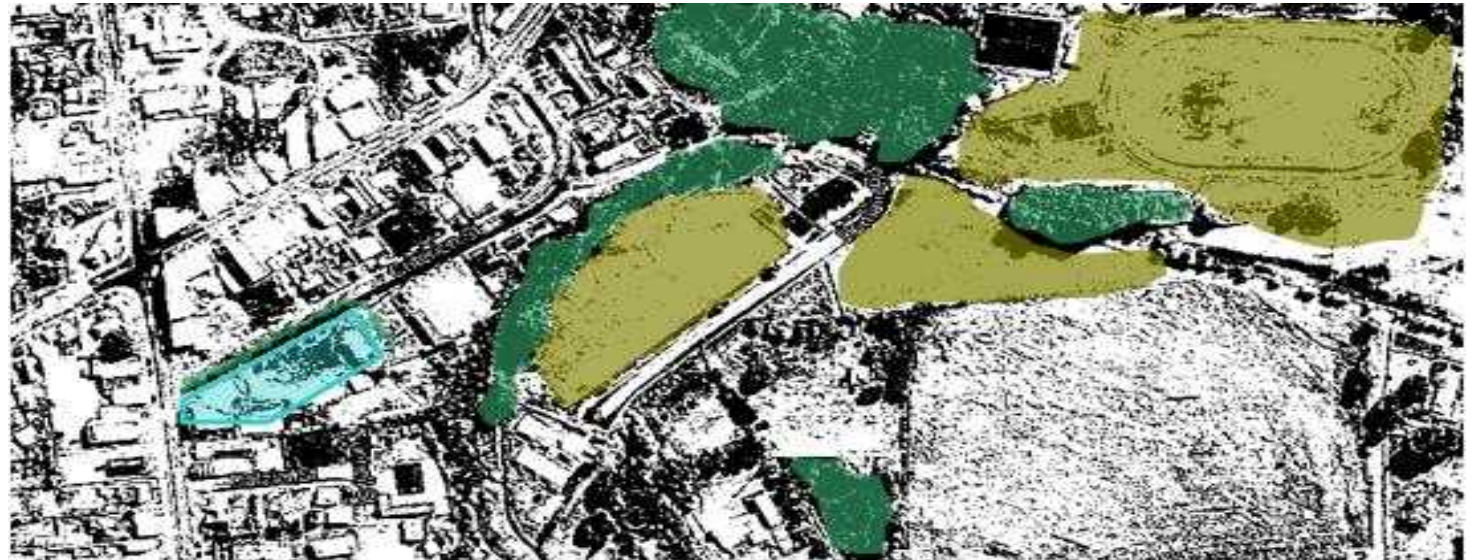
Potential Bulls has branded the town as an interesting tourist destination under the slogan “Simply unforget-a-bull”. The town centre contains a range of interesting elements, such as street arts, sculpture, rubbish bins and direction signs, all of which have been uniquely designed with ‘bull’ themed features. Together, these street features create a strong sense of identity with a twist of humour.



Creativity



Outdoor seats poorly designed and underutilised
Inactive frontage



STREETSCAPE



Challenge Despite the creative designs shown above, the streets in the town centre are rather plain looking. Most of the shops in the BTC operate behind closed doors, rather than opening up the frontages to become an integral part of the street. The loss of such opportunities to interact with pedestrians results in the absence of vibrant street life in the town



A small country town with a big rural heart

RURAL CHARACTER



HAZARD RISK



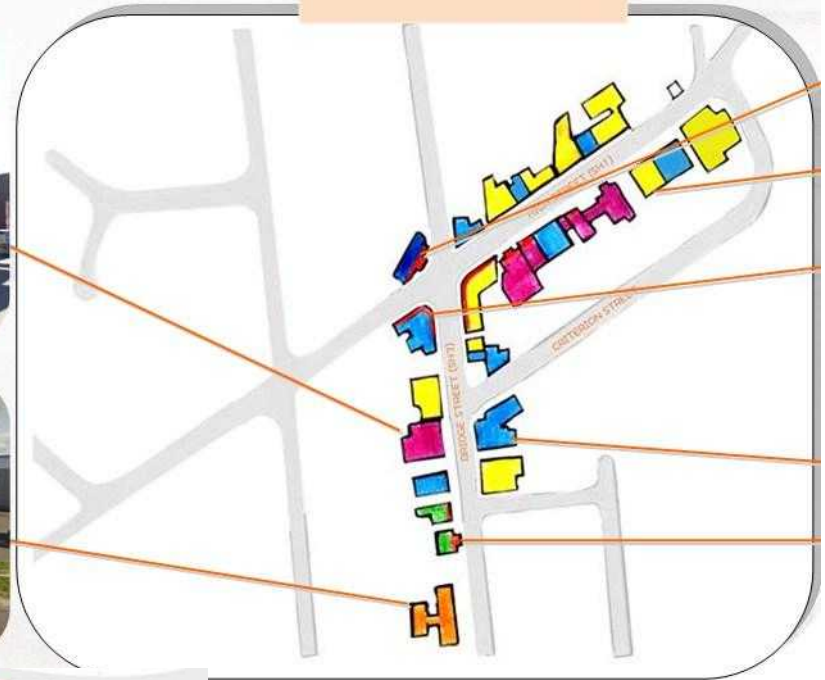


Public Buildings



Petrol Stations

LAND USE



EXISTING SITUATION



Bulls 1958



Bulls 1959



Bulls 2013



Main Street, after fire in 1909



Main Street



High Street 2014

Pedestrian Environment Pleas

*suitable for assessing streets with 2-4 lanes & 10-30m wide

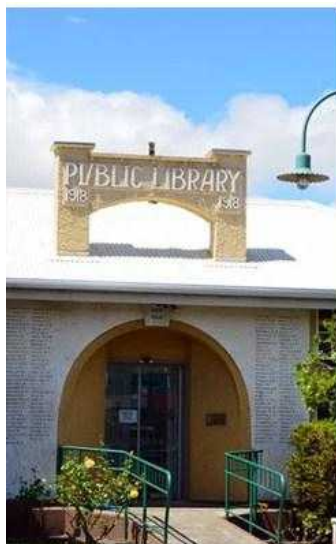
Daily Vehicular
Traffic Volume

1000

5000

Street Pleasantness





Public Library

The Bulls library rotates the books with the other two libraries within the Rangitikei District. The library also offers large print titles, multimedia resources and computers with internet connection. It is estimated that the library receives about 1,800 visitors monthly.



Town Hall

The Bulls town hall is the major function centre in the area and can be booked for public or private events. The existing town hall building is aged and earthquake-prone. Any strengthening work would be costly.



General Commercial



Boutique Shops



Residential Houses



Heritage Buildings



Satisfaction Indicator



Pedestrian Experience



Potential

Both Bridge Street and High Street have wide pavements. A substantial portion of these pavements are covered, which provides convenience for pedestrians in adverse weather conditions.



Challenge

The streets in Bulls are strongly car-oriented, SHW 1&3 draw heavy volumes of fast-moving traffic. Also, there is a lack of infrastructure for alternative modes, such as refuge islands and cycle lanes.

Community Led Design Analysis

Through participating engaging and observing with the Bulls community and town we were able to understand their opinions and what their town needs.

Age Groups

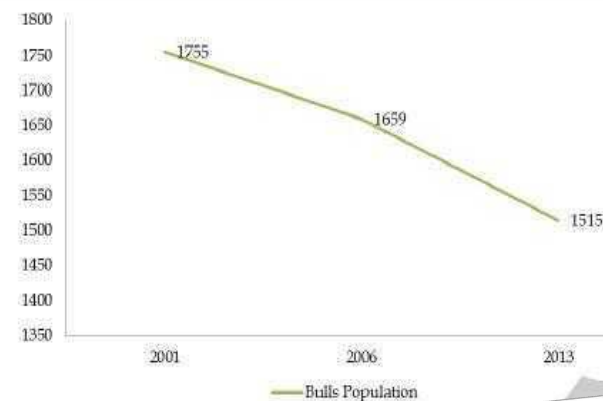


Age Distribution

The age distribution of Bulls population is slightly more polarised than the national averages. The town has a relatively large underage population (22% of total population) compared to the nationwide figure (20%). The majority of Bulls households have at least one child. 17% of Bull residents are aged over 65, which is also higher than the national average of 14%.

COMMUNITY

Bulls has a small population that has been declining steadily. As of 2013, the town recorded 1,515 residents. To put it into perspective, this was equivalent to 0.7% of the total regional population and represented a 9% decrease from the 2006 census figure. There are 654 occupied dwellings in Bulls.



Cultural Diversity

Bulls has a culturally diverse community. Over 70% of Bulls residents are of European descent. Maori are the second largest group accounting for 22% of the population. Nearly 1 in every 10 Bulls residents was born overseas, with the UK and Ireland being the most common foreign birthplace.



The Bulls Community really got involved the town centre place making initiative



Community Meetings

Option Reduction Workshop

Meeting to identify the possible sites for redevelopment. These options included the Town Hall, Public Library, Wallace Development, Toy Library, Criterion Hotel and I-Centre.

The options were reduced to the Criterion site, Information Centre and Toy Library site at this meeting.

Identified were public activities for the community aspirations meeting.

The community group formed some key ideas for town improvement.

Community Launch Meeting

The purpose of this meeting was to introduce the three co-locations options to the public.

The Mayor of Rangitikei (Andy Watson), and Creative Communities David Engwicht introduced some of the possibilities at each site.

Community members were asked to chair some of the key improvement themes including safety, green space, amenity, town history and character retention, as well as accommodating different age groups.

COMMUNITY ENGAGEMENT

We want to be involved in the development of the town centre; we want an open transparent process

Citizen Control	😊
Delegated Power	
Partnership	
Placation	
Consultation	
Informing	😺
Therapy	
Manipulation	😡

Opinions Snapshot

Traveller Friendly

Connect with Ohakea

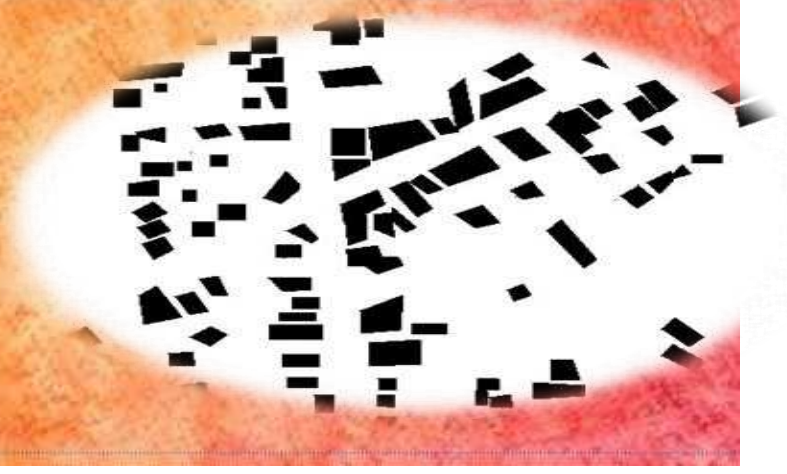
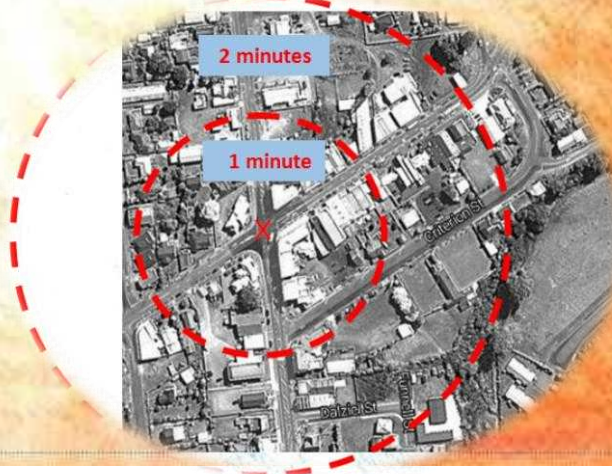
Green Space

Modern Village Feel

Shopping Destination

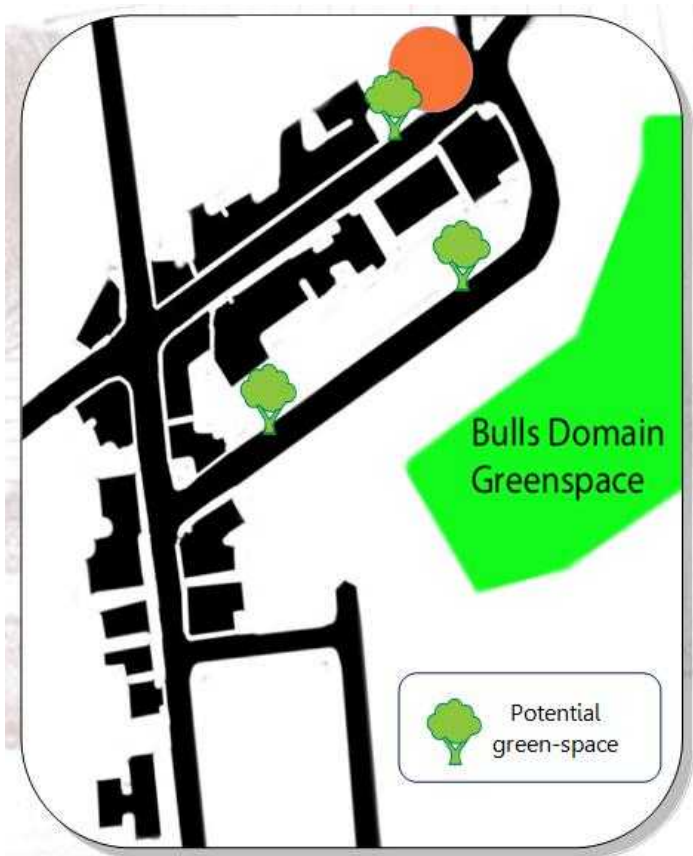
*We just want a crossing!!
So we're trying to cross*

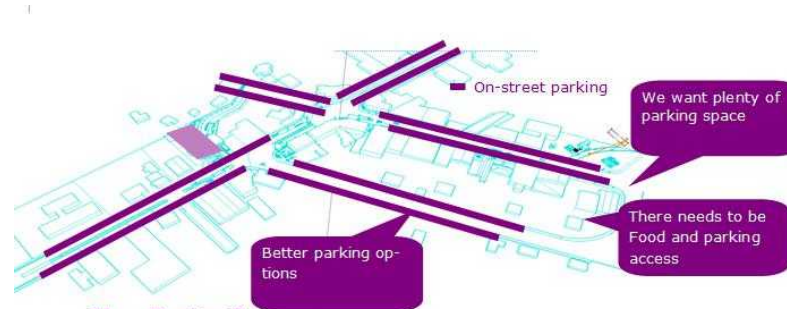




PUBLIC SPACE

The community expressed their expectation for greener public space packed with more fun design features. Many also feel that the community should be actively involved in the recreation of the town centre.



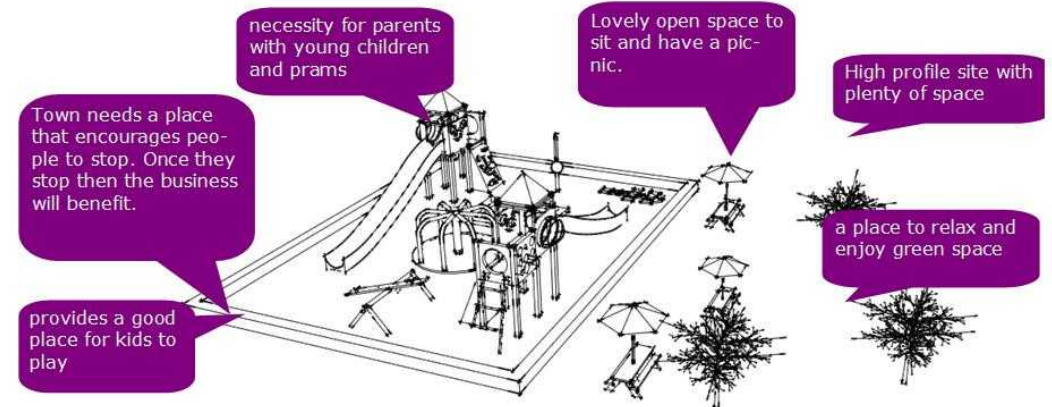


More Parking?

Although many residents expressed strong preference for generous on-site parking space, in reality, this is unlikely to be necessary as there are already sufficient on-road parking space available around the site.

ON-SITE FACILITIES

The site is expected to become a landmark of the town centre with multi-purpose facilities offering opportunities to learn, play, relax and interact. In addition to the planned library, town hall, bus stop and i-site, the residents also asked for food outlet/café and quality outdoor area to be provided on-site.

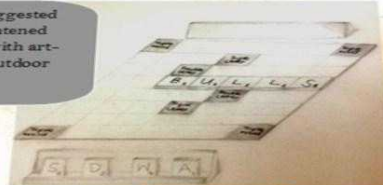




The Bulls steering group suggested that the street could be brightened and made more interesting with art-work, outdoor seating, and outdoor activity features.



New buildings should have a modern feel. This could be generated through the use of contemporary materials and lighting. The use of large amounts of glass



Lack of Green Space

The main rest areas in Bulls lack appealing green space

The Bulls bus depot has a small seating area close by but no appealing green space where people can stretch their legs and children can let off steam.



Design Led Analysis




Space could be made for a playground and surrounding green space close to the town



Accommodating For Young People

RURAL CHARACTER


The Bulls town centre already contains significant expression of its unique character.



CHARACTERISTIC

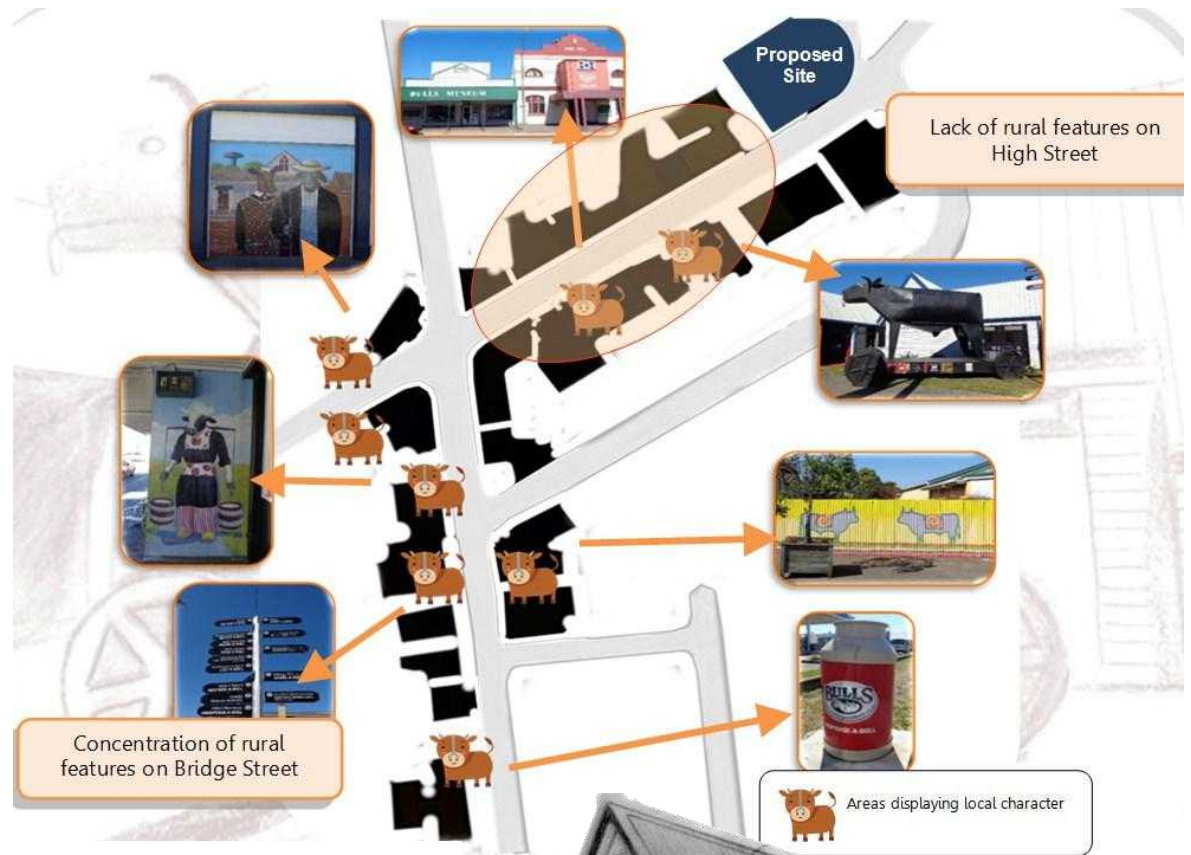
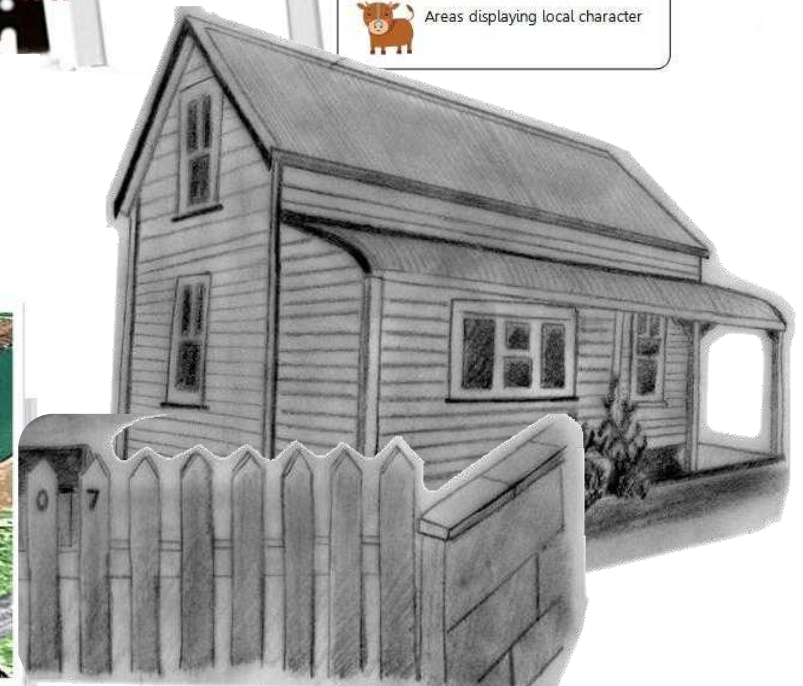
The Bulls community believes that the town centre should create a strong sense of identity through the preservation of heritage and attractive design with a twist of humour. People would like to see a modern village, which reflects the rural characteristic of the town while providing for all the convenience of contemporary living. Emphasis has also been laid on turning the town centre into an anchor for tourists through a mix of fun design features.

Exemplify the small rural town characters of Bulls.

A hand-drawn sketch of a tall, thin, stylized tower or monument, possibly a water tower or a landmark, situated in a rural landscape with a fence in the foreground. The drawing is done in a simple, sketchy style with black lines on a white background. The tower has a square base and a long, narrow, slightly tapered shaft. At the top of the shaft is a small, rounded structure with a cross-like shape on top. In the foreground, there is a simple horizontal line representing a fence. The background is mostly blank, with some faint, light grey lines suggesting a horizon or distant structures. A green speech bubble with a white border points from the text 'Exemplify the small rural town characters of Bulls.' towards the tower. The entire image is set against a light grey background with a white border.

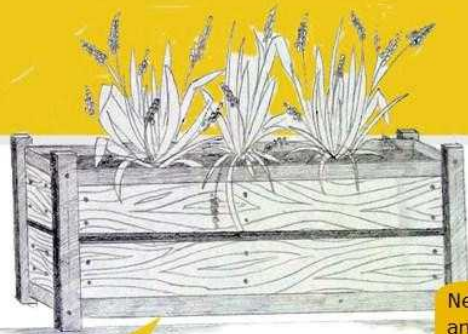
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An aerial photograph of the Tacoma Narrows Bridge, showing its three main towers and the suspension cables. The bridge spans a wide river with green water and brownish banks. The surrounding area is lush with green vegetation.



STREETS

There is a strong consensus that streets in Bulls need to become more community oriented rather than car dominated. While community feedbacks focus predominately on improving design and safety standards, there is also demand for the streets to become more alive with people and events.



Make streets more aesthetically pleasing

street becomes more aesthetically pleasing, creates a space for markets and community events

Needs pedestrian option on Bridge Street

we want it to be safe to cross bridge street to get to the shops

Main street could do with painting to make it fresh and brighter

needs pedestrian crossing with lights to accommodate students and elderly crossing morning and

Provides a pedestrian option, necessity for parents with young children and prams

WALKABILITY

"It's important that the development connects to the rest of the town"



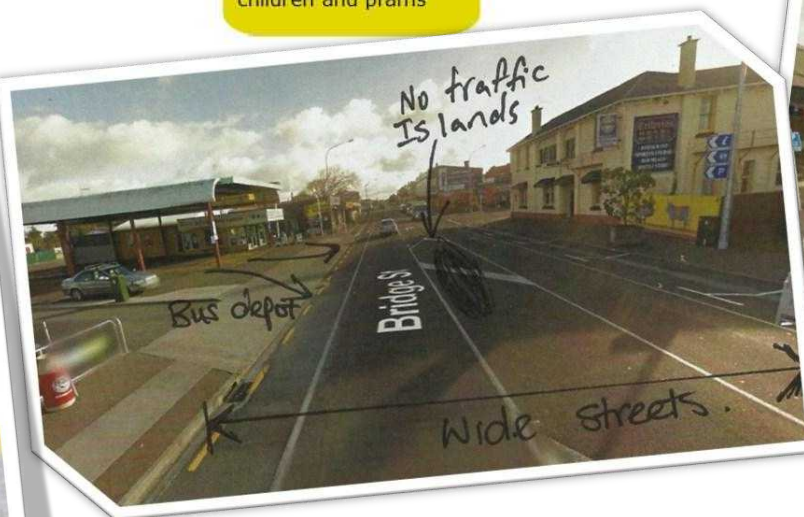
"We just want a pedestrian crossing!"

Connectivity

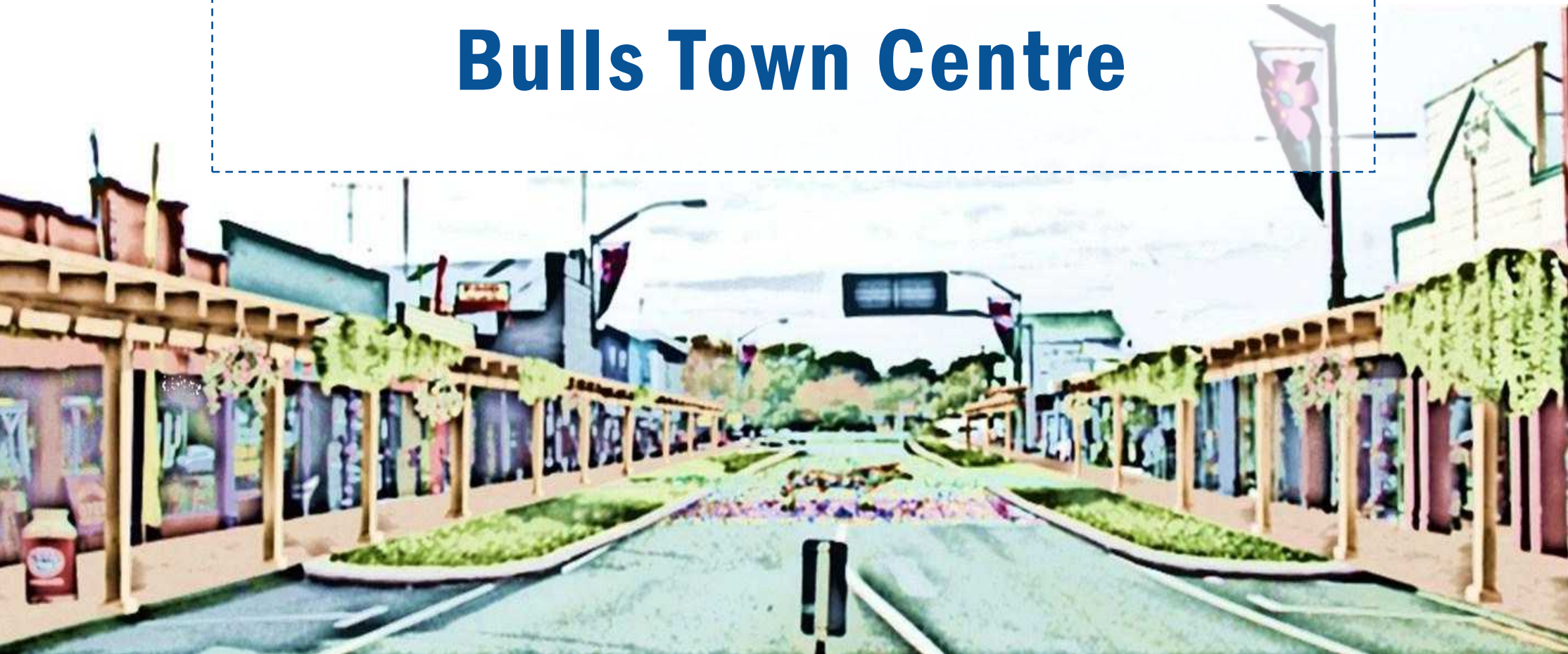
A walk-a-bull town

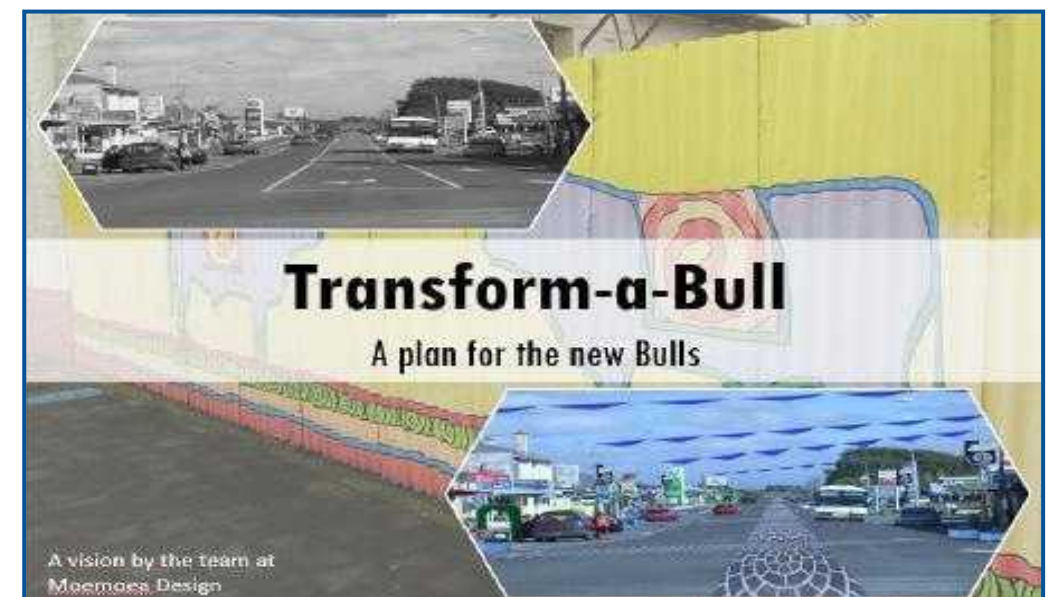
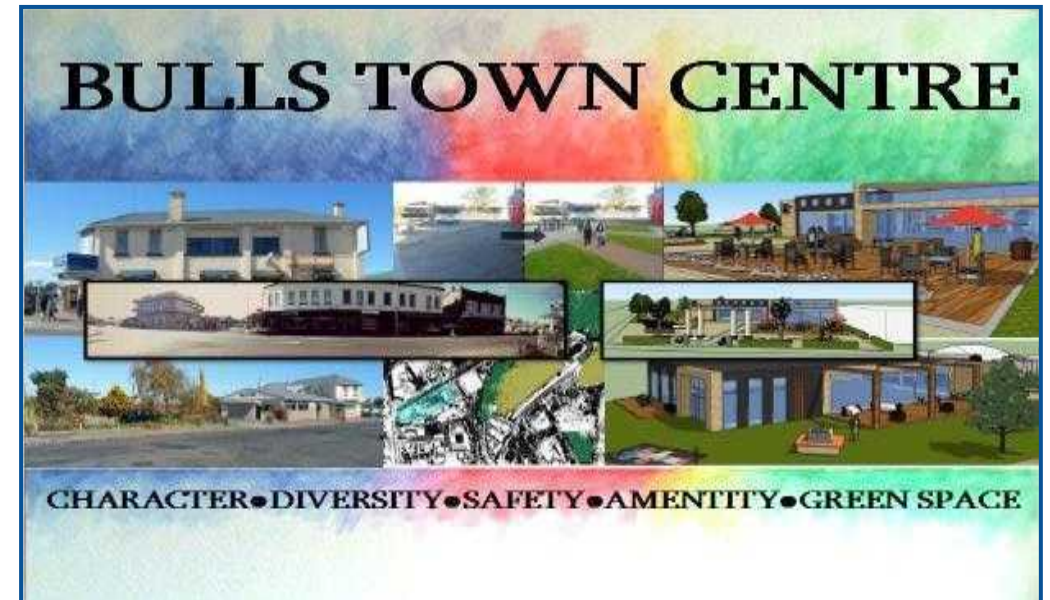
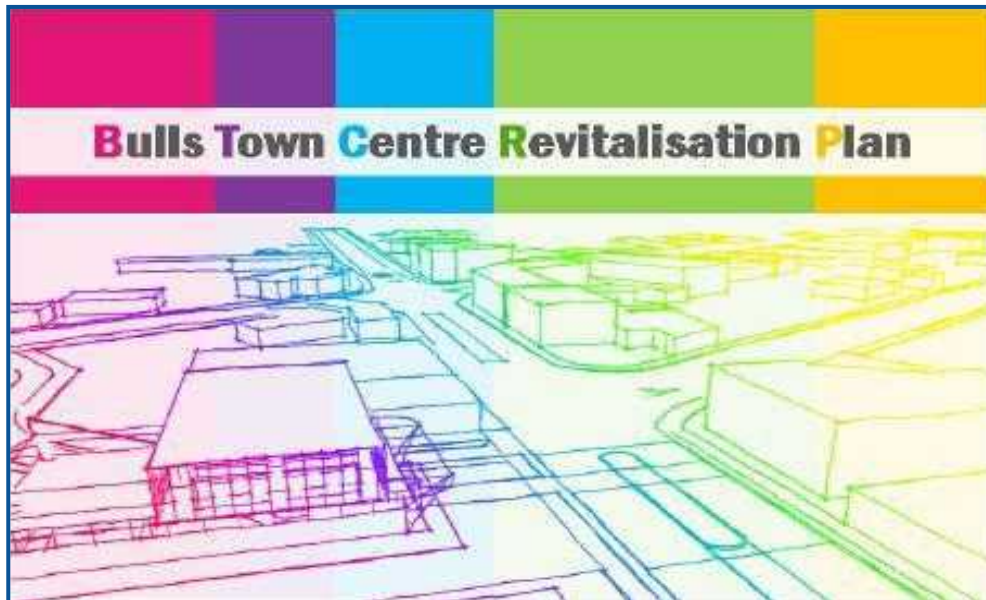


"Good connections enhance choice, support social cohesion, make places lively and safe, and facilitate contact among people"
New Zealand Urban Design Protocol



Design Solutions for the Bulls Town Centre





Bus Depot Site

Holly Jenkins
John Yin
Joy Morse
Michelle Fluker

The Revitalisation Plan aims at improving the experience of visitors to the Bulls town centre. Particular emphasis has been placed on encouraging those visitors to walk more and linger longer. The Plan is based on three sets of design principles. Firstly, pedestrian experience will be optimised through initiatives to improve walkability, accessibility, safety and the attractiveness of the town centre to pedestrians.

Secondly, the streetscape will also be revitalised by accentuating the existing character of Bridge and High Streets. There will also be increased green space and additional street accessories to make the streets more interactive and attractive to pedestrians.

Thirdly, existing civic spaces around the town centre will be upgraded to provide places for community members to meet, relax and play.

Town Centre Design Principles

PEDESTRIAN EXPERIENCE

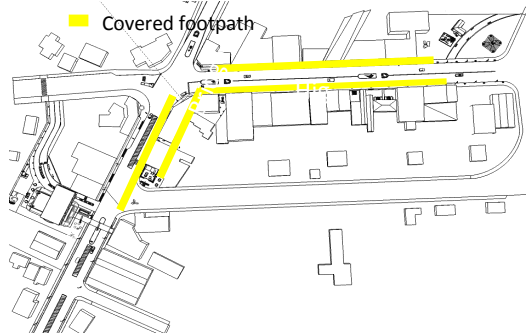
- Walkability
- Accessibility
- Safety
- Attractiveness

STREETSCAPE

- Identity
- Planting
- Interactivity
- Creativity

CIVIC SPACE

- Relax
- Play
- Meet





Contemporary



Bridge St

IDENTITY



High St



Heritage



Planters on Bridge Street with seasonal flowers creates a joyful atmosphere.



Streetscape

Master Plan—Bus Depot Site

COMMUNITY CENTRE PLAN

Multifunctionality

Accessibility

Creativity

Visibility

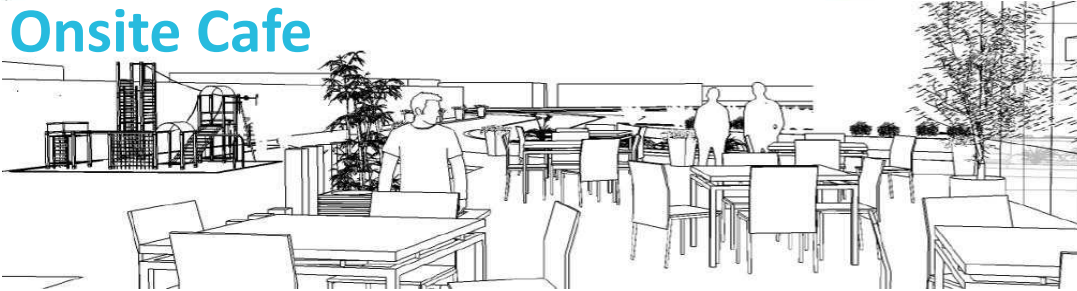
Heritage

Safety

Community Centre Design Principles



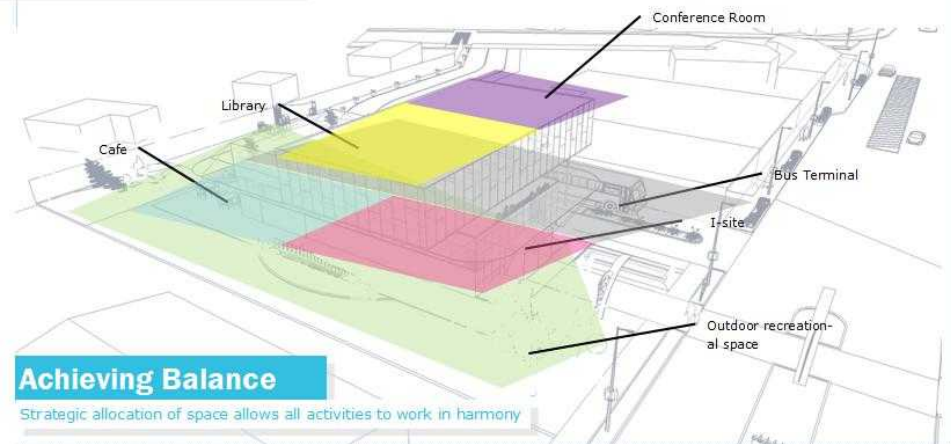
Onsite Cafe



MULTIFUNCTIONALITY

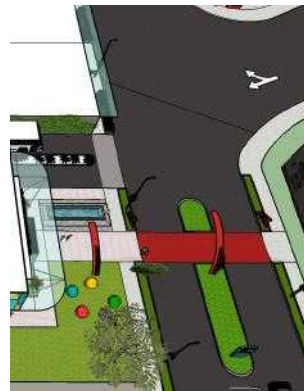
The community centre has been carefully designed to support multiple functions while maintaining a compact size. The new site will accommodate a public library, i-site, conference hall, café, outdoor space and bus terminal.

Site Plan



Achieving Balance

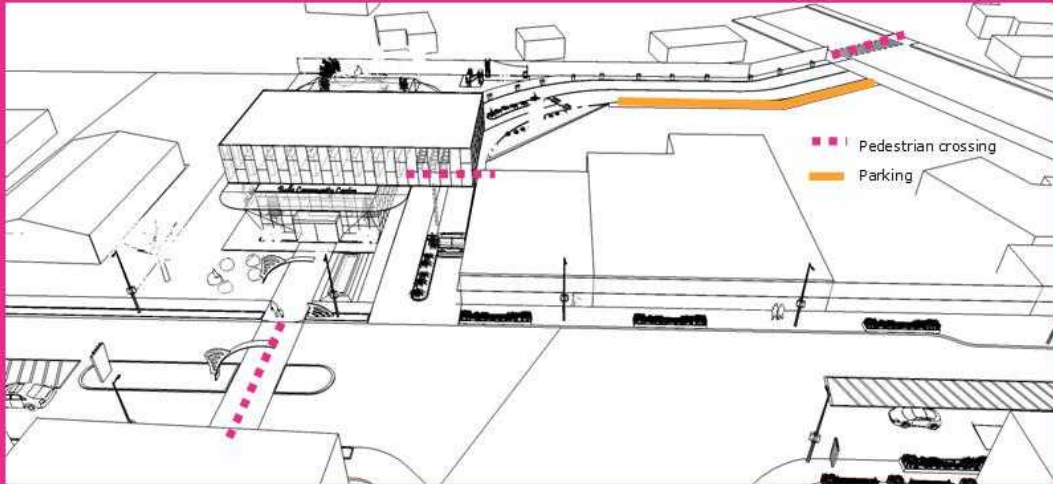
Strategic allocation of space allows all activities to work in harmony



ACCESSIBILITY

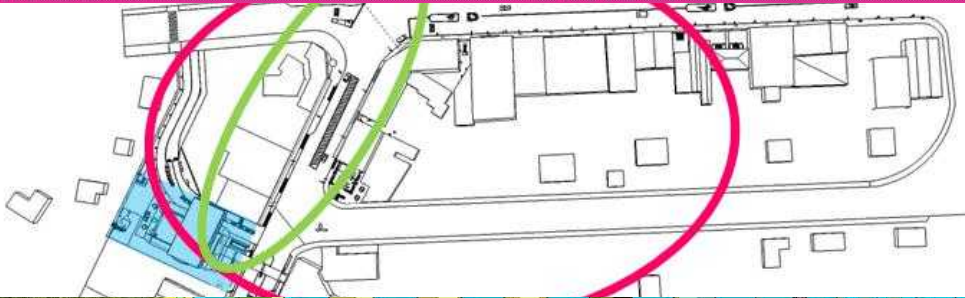
Maximising Accessibility

1 The linkage between the site and the rest of the town will be strengthened with three pedestrian crossings/island. This encourages the Bulls residents to walk to the site instead of driving, thus reducing parking demand.

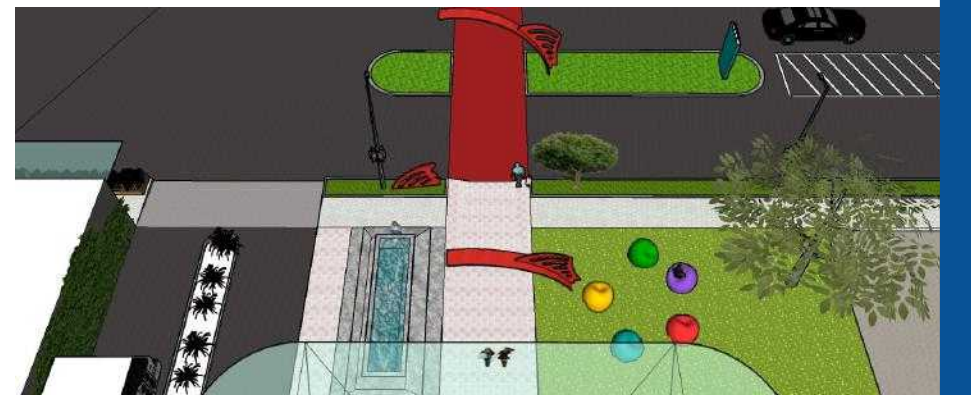


2 Simple layout and clear division of functions and space ensure that the site is easy to navigate for even the first-timers.

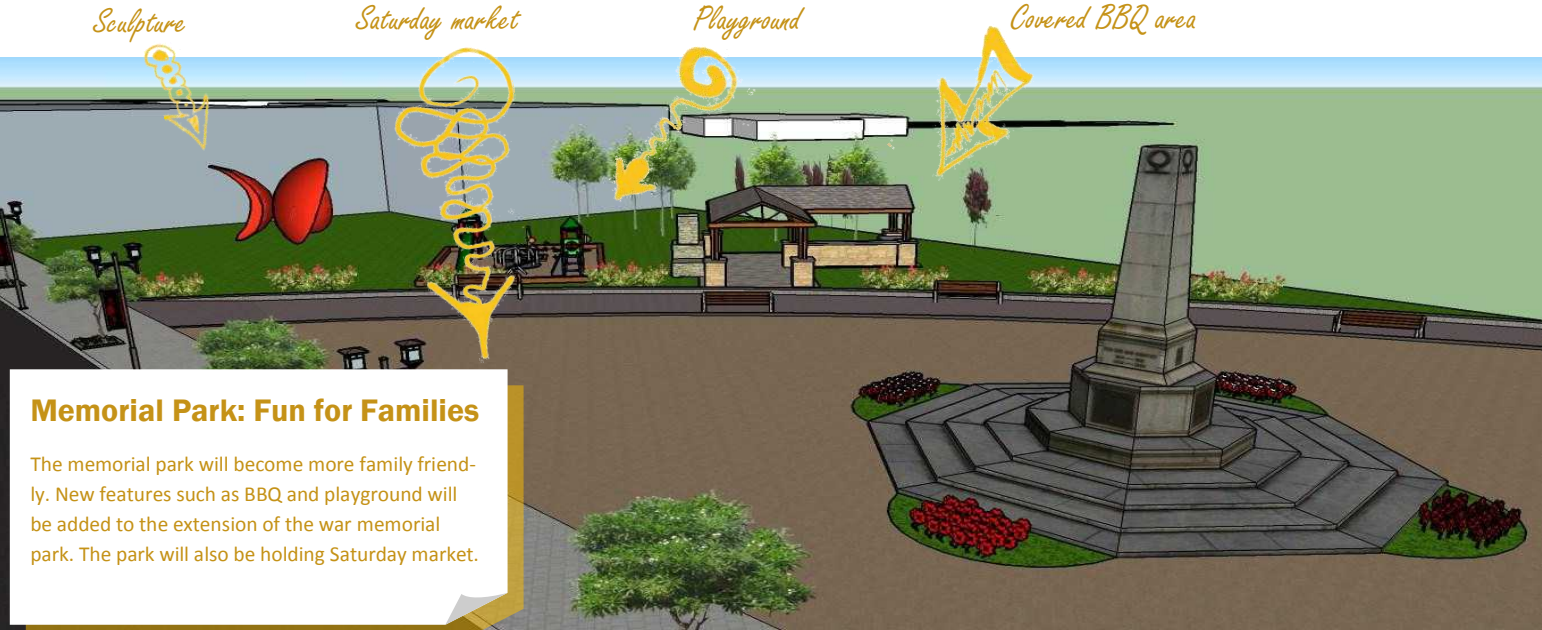
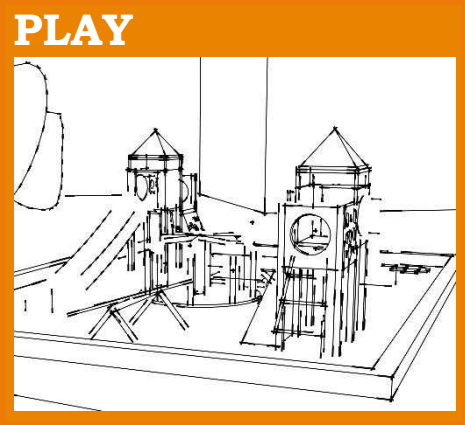
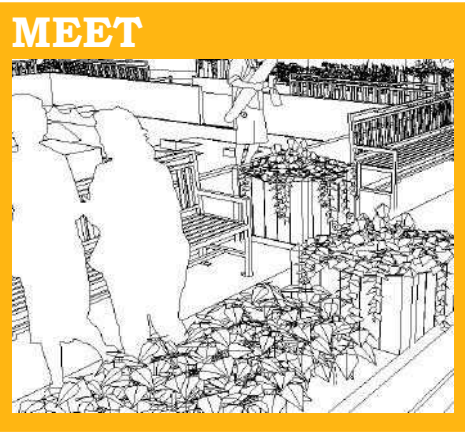
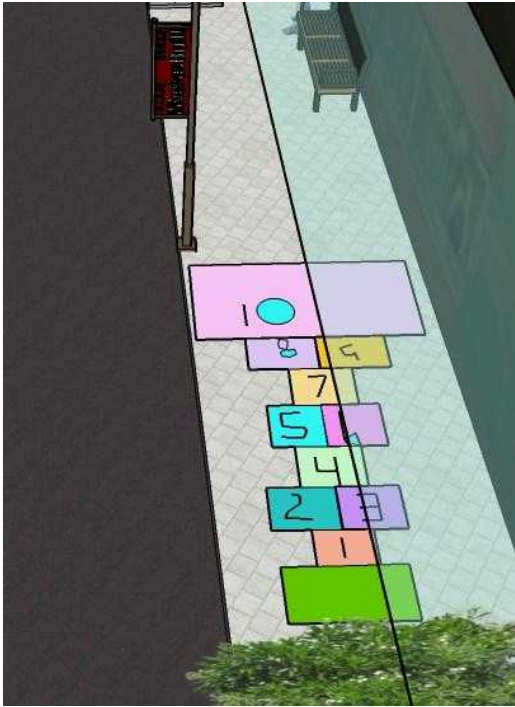
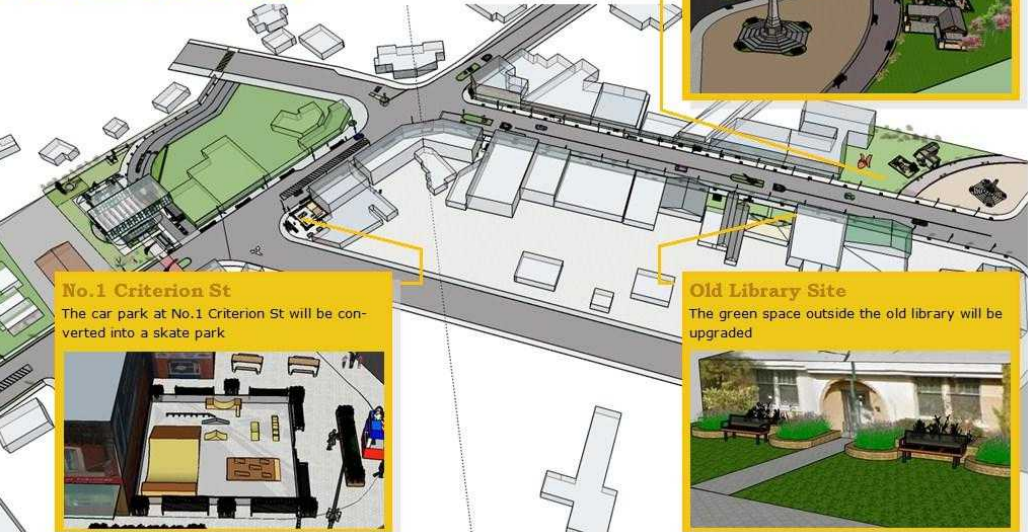
3 The number of parking spaces will remain unchanged at 10. They will be located by the back entrance.

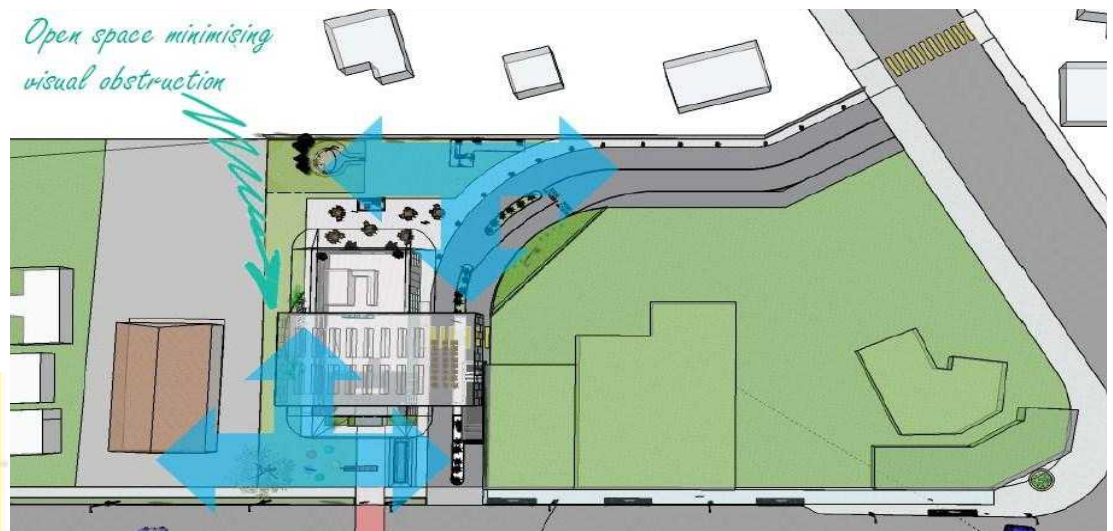


CREATIVITY



Civic Spaces in the Town Centre

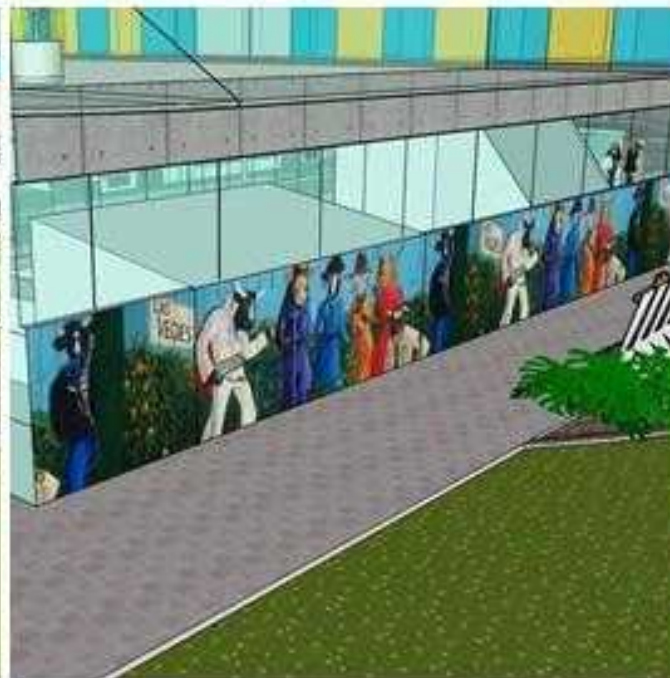




HERITAGE

The community centre will proudly show off Bulls' cultural heritage with murals, sculptures and a collection of local history literature in the library

Crime Prevention Through Environmental Design



Criterion Site

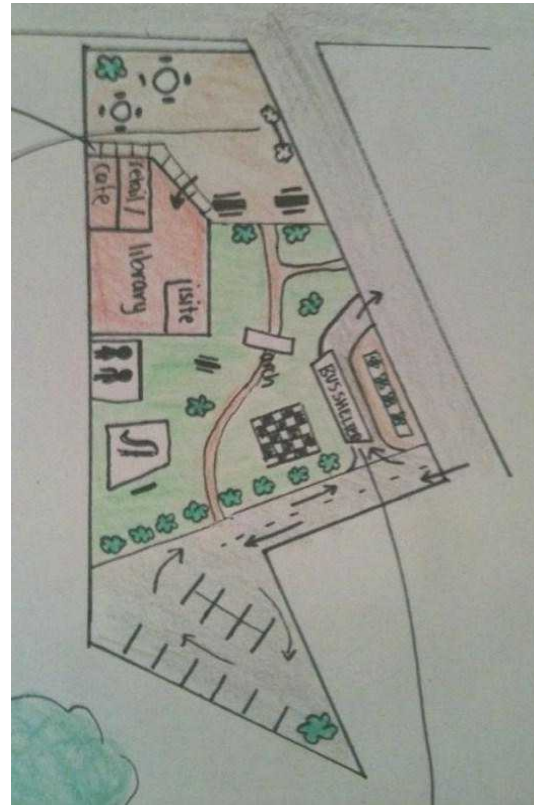
Amon Brown
Justine Baird
Kathleen Hudson
Melanie McCormick

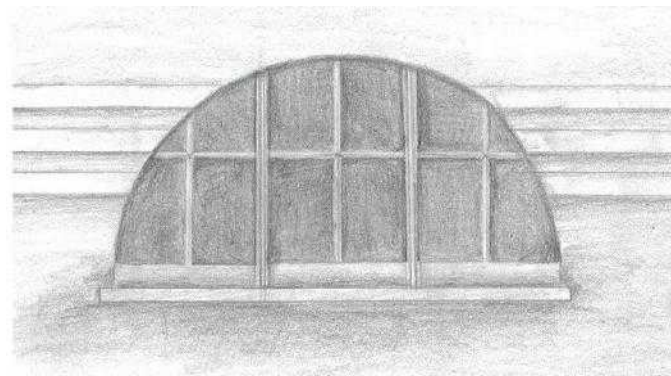
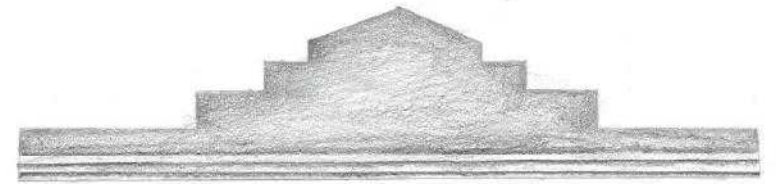
The key themes incorporated into the final design of the Criterion Street site include provision of green space, consideration of the character and heritage of Bulls, accommodating the needs of children and the elderly and amenity appeal.

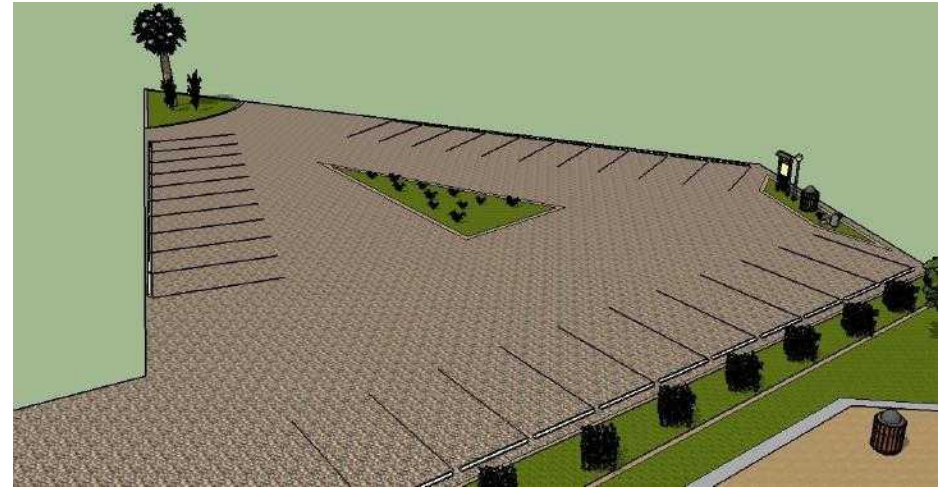
The main pedestrian entrance to the site fronts onto Bridge Street, with the entrance sculpture designed to reflect the archway at the current Bulls library. At the front of the site is a café area, with a small hedge separating this area from Bridge Street. This area also contains a bike stand and number of small gardens aimed at increasing amenity appeal.

The bus depot and car parking spaces are located at the rear of the site. The bus depot as a standalone facility, designed to reflect that character of the Bulls town hall. Travellers using the bus depot have easy access to the green space behind the multi-purpose facility which includes a giant chess set, children's play area, hop scotch and several rest areas. The car park is located at the very rear of the site and is accessed via Criterion Street.









A number of simple additions can be made to the streets in the Bulls town centre to increase their attractiveness and vibrancy. Hanging plants and pot plants are cheap and easy to install, creating a visual barrier between the pedestrian area and the road. Covering bare walls with climbing plants can also increase vibrancy and bring a range of different textures to the streetscape.

Green space can be easily incorporated into bleak concrete areas to increase the pleasantness of the town centre. This is particularly important for highly visible spaces such as the concrete area on the corner of Criterion Street. Installing green spaces close to highly used public areas such as the bus depot will increase the appeal of Bulls to both travelers and residents.

Finally, traffic islands are a simple solution to increase safety on the main streets of the Bulls township.





Toy Library Site

Keegan Aplin-Thane
Klazien Voogt
Lauren Clews
Rebekah Foster

Situated at the rear entrance to the Bulls town centre, at the corner of High and Daniell Streets this site makes use of the surrounding streetscape to showcase Bulls to travellers.

A large angled frontage and contrasting street entrance provide a welcoming transition from SH1 to the town centre. 'Pedestrian strips' connect the site with alleyways, developing

Criterion Street as a parking node and capitalising on the Bulls Domain as a destination. Coloured paving is used as an alternative to crosswalks, making pedestrian movements more predictable for motorists, whilst remaining within NZTA rules. Removing barriers between the footpath and adjacent land use integrates the buildings with the streetscape.

Green space and a natural picnic setting develop the existing war memorial as a centrepiece for the area. Locally sourced Santoft pine and greywacke rock gives meaning to bollards and sculptures.

A 'splash pad' stimulates children's senses, outdoor lounging and graffiti cubes entice teens outdoors, and an outdoor chess set provides a platform for both young and old to interact. Glass verandas open up the shop-front to natural light. Street

tree and receptacle placement in the parking area opens up more space for placemaking activities.

Cast iron and wooden street furnishings build on the rural character of Bulls. Local artwork displayed outside the bus shelter shows off the Rangitikei landscape and culture.

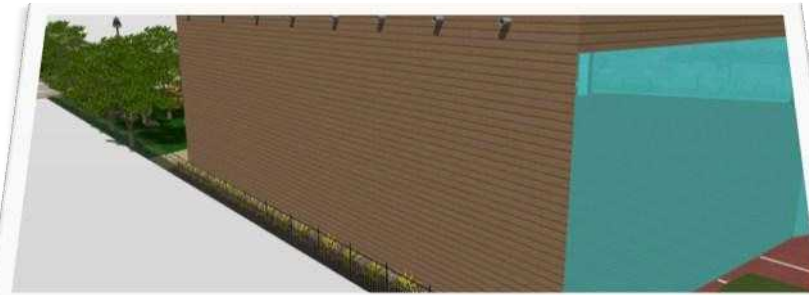






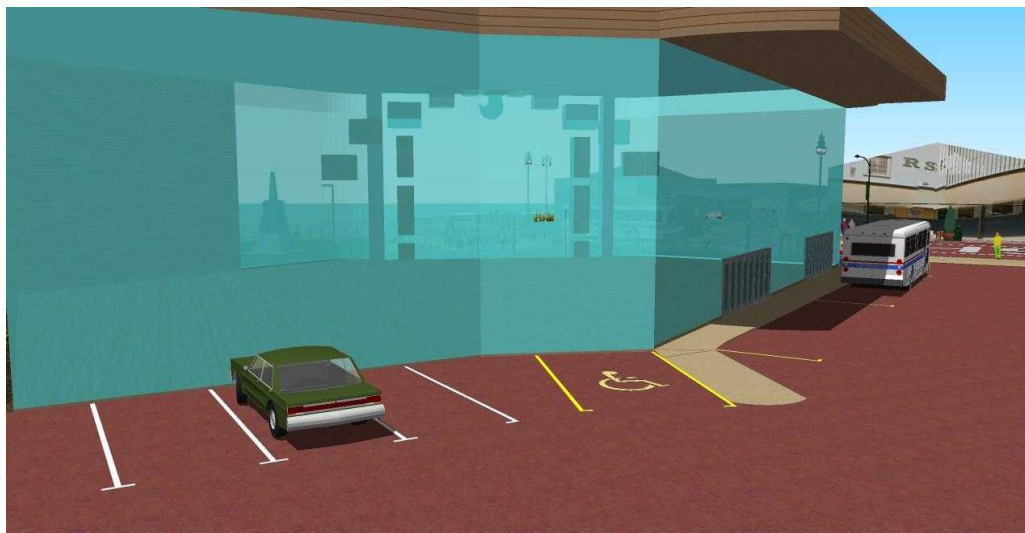
High Street Potential

High Street Present



High Street Present

High Street Potential



SITE PLAN

BULLS CHARACTER

Rural Character



Maori Character



SITE PLAN

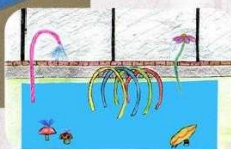
YOUTH FOCUS



"Graffiti Cubes" provide a space for artistic expression as well as attracting youth to the facility



The Water Park allows for a "fun"ctional water feature for young children to explore their senses

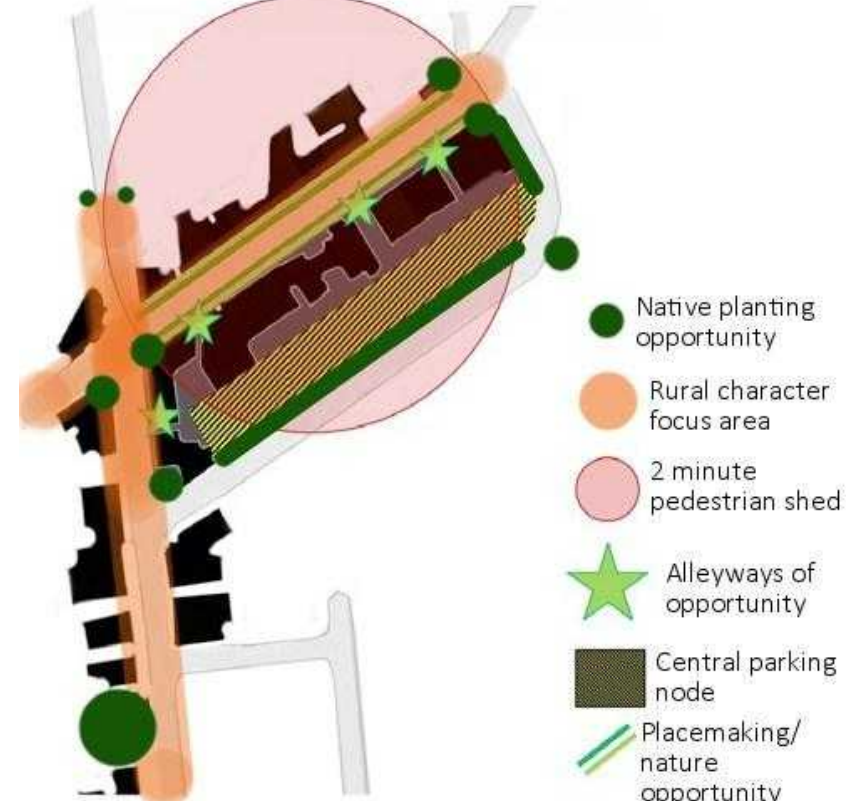


SITE PLAN

WALKABILITY







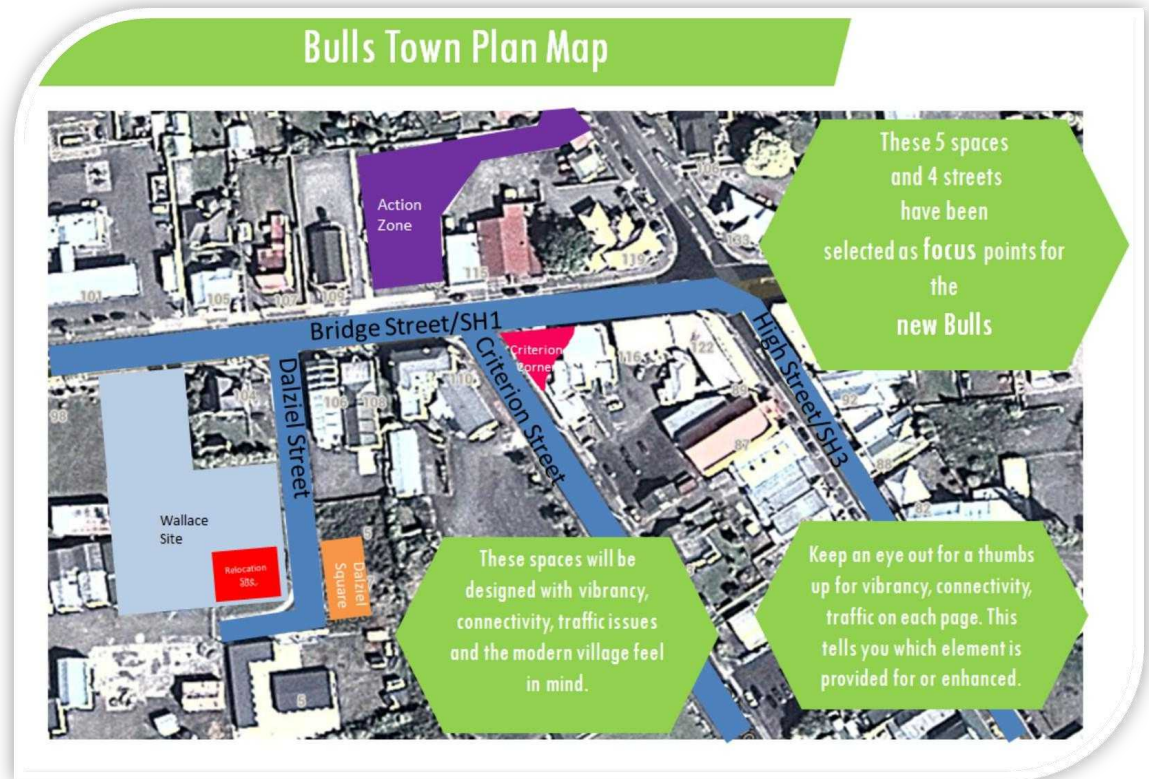
Wallace Site

Jarrold Dixon
Lauren Gram
Mahalia Tapa-Mosen
Melissa Aldersley
Pepa Moefili

Wallace site is located just outside the town centre retail hub, and therefore connectivity is a key focus of the Wallace Development co-location site proposal. Bulls is home to a network of alleyways throughout the town centre. Better utilisation through renovating, lighting, connecting and creating alleys will add to overall connectivity and vibrancy of the town centre.

Making a good impression at the entrance of the town is important. We believe that alterations are needed to the southern bridge to welcome visitors and recognise the value of the Rangitikei River to Bulls. Placing oversize fibreglass bulls at the Northern and Southern entrance to the town will create unique focal points for the town.

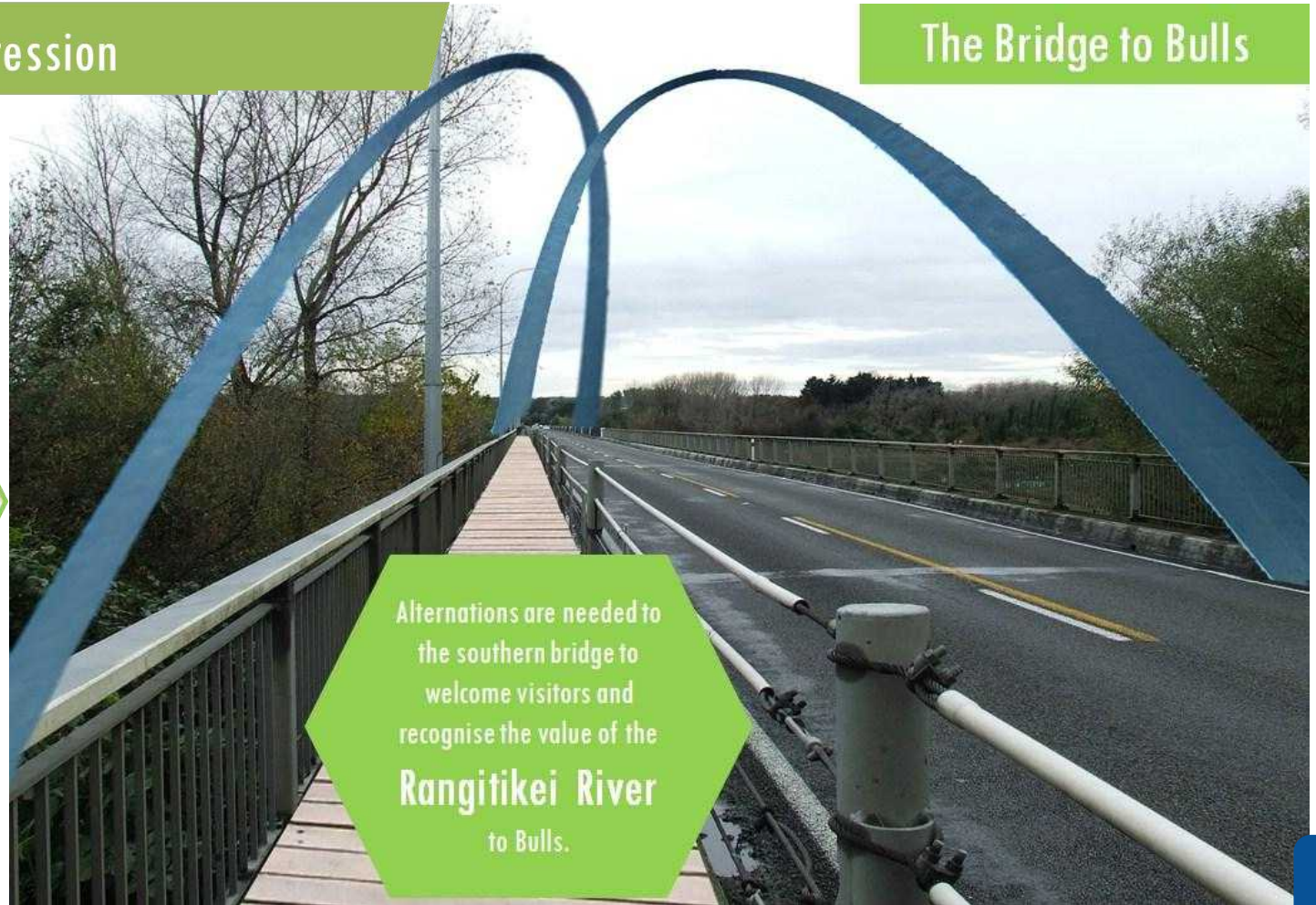
The old bus and information centre is an ideal location for an action zone that includes a skate park, air force themed obstacle course, outdoor seating and eating areas. Dalziel Square is a community space across from the Wallace Site that is especially designed for socialising and as rest stop. These proposals are designed with vibrancy, connectivity, traffic issues and the modern village feel in mind.



Making A Good Impression

The Bridge to Bulls

Northern (Taupo)
Entrance



Alternations are needed to
the southern bridge to
welcome visitors and
recognise the value of the
Rangitikei River
to Bulls.



Northern (Wanganui)
Entrance



Southern Entrance

High Street

High Street has been designed as a great welcome and farewell for the town. This street with extensive **traffic calming** and increased vibrancy lets those arriving know they are somewhere special, slows traffic and leaves those departing with **pleasant** memories of the town



The walkway from the library and iSite crosses through Criterion Street and continues onto High St. It is also a street with optimal parking and pedestrian access to Bridge St along the colourful pathways.



Criterion Street

Town-wide Feature: Alleyways

Bulls is home to a network of alleyways throughout the town centre. Better utilisation through renovating, lighting, connecting and creating alleys will add to overall **connectivity** and **vibrancy**



Town-wide Feature: Blank Wall Free Town

A way to inject more **vibrancy** into the town is to adopt the goal of having no blank walls in the town centre with the use of art.



Co-Location Site

The co-location of the library, iSite and bus stop on this site has been designed with connectivity, vibrancy, traffic calming and the village feel firmly in mind.

Features like:

- Modern barn style of the building fits with the modern village vibe.
- The raised crossings help with traffic calming.
- The planters and light poles with planters attached help with vibrancy
- The connection with the new Dalziel Square makes this area useable, interesting and a multi-functional asset for Bulls



Dalziel Square



