



# ŌMĀRAMA MASTERPLAN



ŌMĀRAMA MASTERPLAN 2020





## FOREWORD FROM THE MAYOR

*“If you fail to plan, you are planning to fail”*

- Benjamin Franklin

Benjamin Franklin’s words continue to be as relevant today as they ever were, and when it comes to townships which are growing as Otematata and Ōmārama are, planning is crucial to ensure that that growth is managed. The importance of good planning is not just for the new people who move to the townships and the development they bring, it is even more important for the existing inhabitants of those communities.

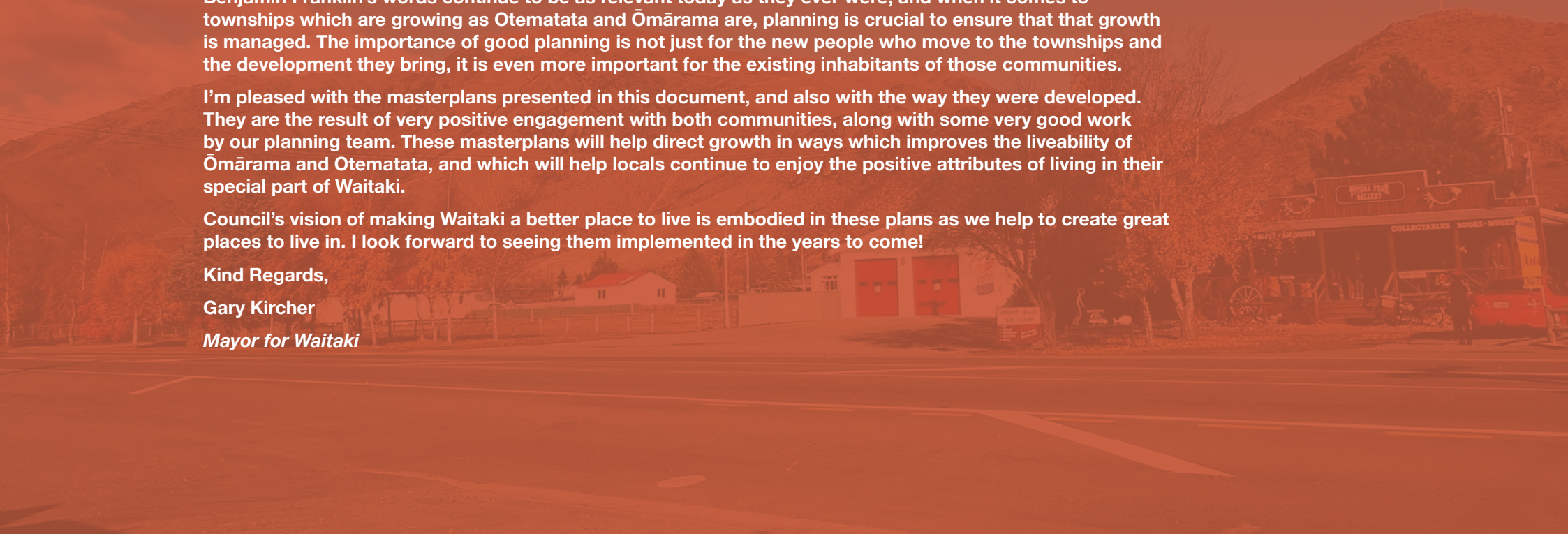
I’m pleased with the masterplans presented in this document, and also with the way they were developed. They are the result of very positive engagement with both communities, along with some very good work by our planning team. These masterplans will help direct growth in ways which improves the liveability of Ōmārama and Otematata, and which will help locals continue to enjoy the positive attributes of living in their special part of Waitaki.

Council’s vision of making Waitaki a better place to live is embodied in these plans as we help to create great places to live in. I look forward to seeing them implemented in the years to come!

Kind Regards,

Gary Kircher

*Mayor for Waitaki*



# WHAT IS THE ŌMĀRAMA MASTERPLAN?

**The Ōmārama Masterplan is a blueprint for long term growth and helps the community and Council plan for how Ōmārama will grow and change in the future.**

The Masterplan sets out the community's vision for how it wants to see the town grow and where new houses, shops, community facilities, open spaces, trees, street furniture, car parks, pedestrian connections etc could go.

The masterplan is a starting point to guide future growth and development in Ōmārama.



## WHY DOES ŌMĀRAMA NEED A MASTERPLAN?

**Waitaki District Council held a series of community visioning workshops as part of the Long Term Plan process in 2018. A strong theme emerged from these workshops that a town plan was needed for Ōmārama to better plan for development in the future given its increasing popularity and tourism growth. The development of a masterplan for Ōmārama was identified in the Council's Long Term Plan for 2018-2028.**

Increased visitor numbers present challenges to the community. The increasing popularity of the Alps to Ocean trail and increases in traffic along State Highways 8 and 83 are creating additional pressures in Ōmārama. Pedestrian and cyclist safety, car parking and lack of visitor facilities are causing concerns for the local community.

The centre of Ōmārama is dominated by vehicular movements and car parking. There are poor pedestrian/cyclist links to key destinations and community facilities. Ōmārama relies heavily on tourism, and there is a need to support and encourage an increasing resident population by providing additional housing choice, employment opportunities and community facilities. Recognising the role of tourism in the area, there is also a need to provide for growing visitor accommodation demands and facilities.



# HOW WAS THE MASTERPLAN DEVELOPED?

In order to better understand what the community thinks and values about Ōmārama, Council held a series of drop-in sessions over January and February 2019, along with an opportunity for people to have their say via online and paper surveys. We also considered the feedback given at the Community Visioning workshops held in Ōmārama in 2018 as part of the Long Term Plan consultation.

## GUIDING PRINCIPLES FOR CHANGE

Waitaki District Council has worked with the community to identify the key issues facing the Ōmārama community. Talking with the community has helped identify four core issues the Masterplan should deal with.





# THE OPTIONS FOR ŌMĀRAMA:

Three masterplan options were presented to the community for feedback and discussion during August/September 2019.

The options were available for feedback online and a morning workshop was held in Ōmārama that was attended by over 50 members of the community. The options put forward were focused on the guiding principles for change and provided a basis for further discussion and agreement on how the final masterplan for the town should look. Further information on the options and background to the masterplan process can be found in more detail in the Masterplan Discussion Document which can be accessed [here](#).

## OPTION 1

### Status quo with streetscape & traffic improvements

This option maintains the status quo of the retail area with improvements to streetscape amenity and traffic improvements to alleviate congestion and parking issues.



## OPTION 2

### Additional retail area and low impact Eco Housing

The main focus of this option is to improve the village centre, provide more housing choice and create a pedestrian and cyclist friendly environment. A new road link is provided from SH8 to SH83 and an option to provide an activity / adventure zone.



## OPTION 3

### Additional retail area and new visitor destination

The main focus of this option is to provide an additional retail area and create a new visitor attraction and visitor accommodation.



# COMMUNITY FEEDBACK

We went out to the community and asked for their views on the three masterplan options. The community gave us a clear direction on how they want to see Ōmārama develop in the future.

Information on the feedback received from the community can be found [here](#).



## HERE'S A SNAPSHOT OF WHAT YOU TOLD US AT THE COMMUNITY WORKSHOP:

### HOUSING

- Mixed density residential on land to the south of airfield off Nimbus Drive.
- Mixed use residential/commercial east of SH8.
- Ensure all new subdivision provides pedestrian links and connectivity to other areas of the town

### RETAIL

- Preferred location for more retail on ECan/Rabbit Board land. Provide car parking and toilets/rest area. Provide a compact retail area.

### COMMERCIAL

- Use of saleyards for light industrial and truck parking. Use of Prohibition Road to access.

### TRANSPORT

- Urgent need for improvements to SH8/83 intersection – mountable roundabout or traffic lights.
- Traffic calming needed – possible roundabouts at Airport Road and Pinot Noir Court intersections to slow the flow.
- Reduced speed limits need to be extended out from the town.
- New road (and pedestrian) link from Nimbus Drive to SH83.
- Truck parking area at saleyards with truck access encouraged along Prohibition Road instead of through town centre.
- Better provision for bus, campervan and truck parking and turning.

### RECREATIONAL FACILITIES

- Use existing reserve land for recreation. Better facilities to be provided.
- Use some of the area as a public garden.
- Create circular walk along river and through reserve.

### LANDSCAPE/STREETSCAPE

- Roadside landscaping needed.
- Pedestrian crossing on SH8 by camp ground and SH83 by retail.

### VISITOR FACILITIES

- More public toilets needed.

### OTHER

- Crown land off Nimbus Drive needs to be released to allow future expansion of this area.
- ECan/Rabbit Board land to be used for car parking in short term before retail redevelopment. Will provide short term solution to truck, bus and campervan parking issues.

## AND HERE'S WHAT YOU TOLD US FROM YOUR WRITTEN FEEDBACK:

### MOST PREFERRED OPTIONS

(listed in order of preference)

### LEAST

- 1 Sustainable and eco-friendly housing for the elderly, first time buyers and seasonal workers.
- 2 Improvements to intersection of State Highways 8 and 83.
- 3 Mixed use development along SH8.
- 4 New retail hub on ex Rabbit Board land along SH83.
- 5 Activity/adventure zone on land behind the community centre.
- 6 New visitor attraction on land behind community centre.
- 7 New road link from Nimbus Drive to SH83
- 8 New retail/café enclave on land behind hotel.
- 9 Habitable hangars on land north of airport.
- 10 Establishment of community gardens.

# ŌMĀRAMA TODAY

## SNAPSHOT STATS



Ōmārama has had steady population growth since 2008. 2018 figures show the population of Ōmārama is 310.<sup>2</sup> The projections are that this could increase by 90 – 100 by the year 2030.

There are approximately 280 dwellings in Ōmārama. Additional residential developments are also proposed at Park Lane, Cirrus Place, Airport Road and Hardacre Place.



Up to 48 additional dwellings are needed in Ōmārama by the year 2030. A projected population increase of between 90 – 100 would result in an additional need for approximately 48 dwellings in Ōmārama.

Ōmārama has the second highest level of unoccupied dwellings in Waitaki.<sup>3</sup> Ōmārama has a higher proportion of unoccupied dwellings than it does occupied dwellings. This reflects the growth in tourism and is likely to increase further with increased use of the Alps to Ocean, Waitaki Whitestone Geopark and other tourist attractions.

*Please note these figures are based on 2013 census data, best knowledge and information at the time of writing.*

2&3. Understanding Data Ōmārama Data Profile 2019

# HOW WILL THE MASTERPLAN FEED INTO OTHER COUNCIL PLANS?

Figure 1 shows the relationship of the Ōmārama Masterplan with other Waitaki District Council plans and strategies. It identifies which Council documents have helped develop the options presented in this document. It also shows how the Masterplan will feed into future Council plans and strategies.

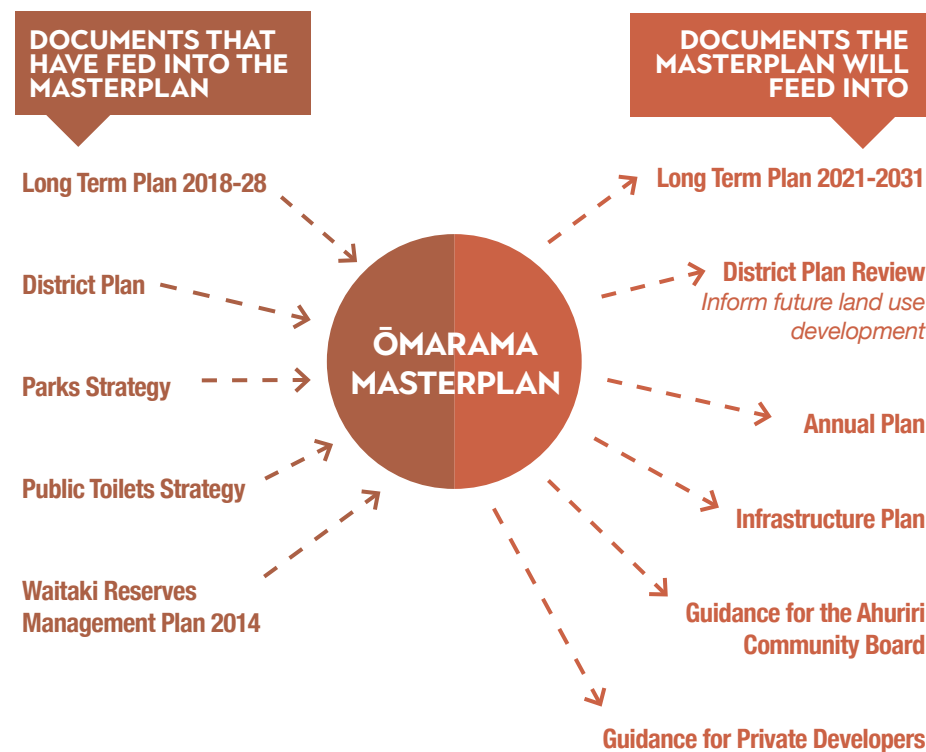


Figure 1. Relationship of Masterplan to other Council documents.

# WHERE WE'RE AT IN THE MASTERPLAN PROCESS

We've listened to feedback from the community and had further discussions with the Ahuriri Community Board. Baxter Design Ltd were engaged to prepare the final documents for Omarama. These are now annexed to this document, along with ideas for future landscaping, building design, street furniture, signage and materials.

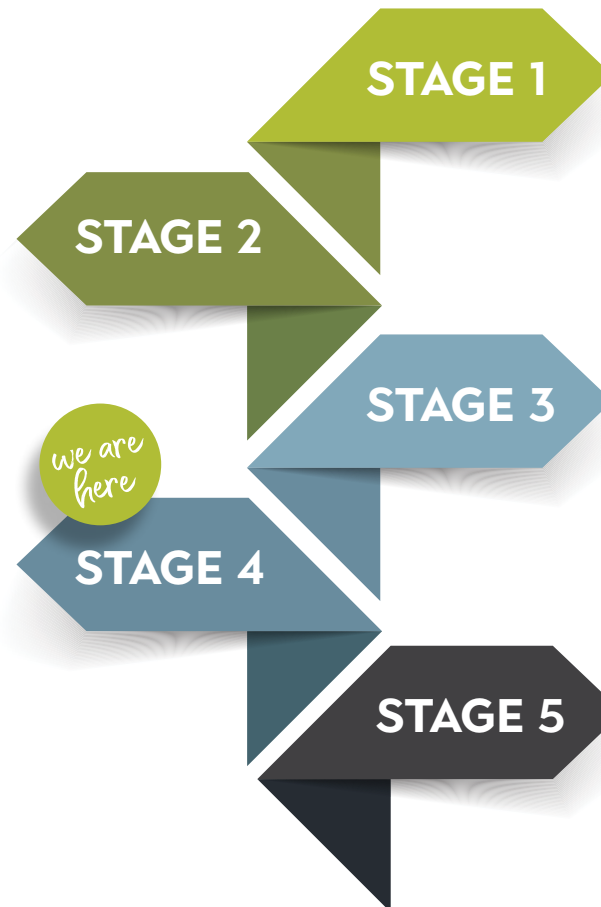
## DRAFT MASTERPLAN OPTIONS

After talking with the community, we've identified a number of projects and ideas that are presented here as masterplan options for the community to consider.

## COMMUNITY BOARD & COUNCIL APPROVAL

**December 2019:** Ahuriri Community Board to give further feedback on preferred masterplan option.

**March 2020:** Final approval of masterplan by Ahuriri Community Board and Waitaki District Council



## COMMUNITY ENGAGEMENT

**June 2018:** Community Visioning Workshops

**Jan 2019:** Community engagement surveys and drop-in sessions

**April 2019:** Ōmārama School student workshop

## PREFERRED MASTERPLAN OPTION

**August 2019:** Consult with the community to develop a preferred masterplan option.

## LONG TERM PLAN AND ANNUAL PLAN

Projects from the adopted masterplan option will be fed into the Long Term Plan and Annual Plans if needed. Any re-zoning or land use requirements will be considered as part of the District Plan Review process.



# WHAT HAPPENS NEXT?

**The masterplan for Ōmārama was developed to assist in setting out the community vision for how and where the township will grow. A vision for the future supports the community to understand what future growth in the area could look like.**

The masterplan is not a 'set in stone' scenario, but an evolving vision that will change over time. The masterplan helps to identify key issues and priorities for the community and creates a blueprint for long term growth that helps us to plan for how Ōmārama could grow and evolve in the future.

Implementation of the masterplan can't be done by Council alone. It needs the commitment of the community, takata whenua, local organisations, private investors, the business community, other government and non-government agencies too. Whilst the Council will lead some actions, others will need to be led by the community and private sector.

## MORE INFORMATION

You can find out more information on the masterplan process by clicking on the following link;

<https://www.waitaki.govt.nz/our-council/consultation/Pages/Ōmārama-masterplan.aspx>

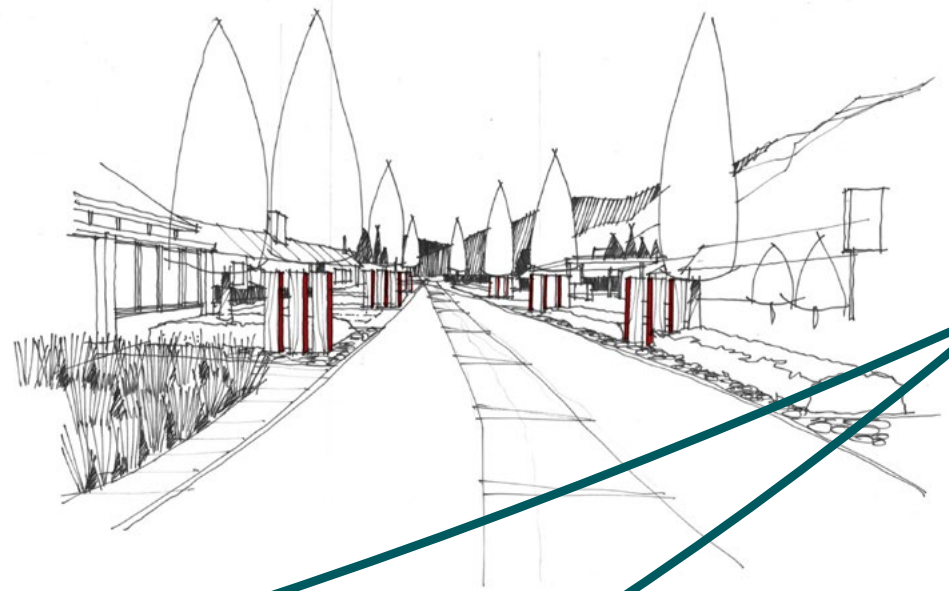


# THE ŌMĀRAMA MASTERPLAN

**The following draft Ōmārama Masterplan is a starting point. It's an evolving community document that relies on community support and vision for the future.**

Hopefully it provides inspiration to the community and local developers to guide how Ōmārama could grow into the future.

Visit <https://www.waitaki.govt.nz/our-council/consultation/Pages/Ōmārama-masterplan.aspx> for more information and updates on the masterplan.



# ŌMĀRAMA DESIGN STATEMENT

Ōmārama's surrounding landscape is rugged and open, with two arterial state highways running through the town. There is great opportunity for more visitors to stop within the town and make use of public spaces and facilities.

During our site visit we noticed a few elements such as the public walkways, post and rail fence typology, and native shrub/tussock mixed planting working well. We have utilised some of these elements, while attempting to present them in a more broad brush, cohesive design. Opportunities present themselves to expand on the utility and character of the town, manage traffic and further encourage visitors and residents to utilise the town centre.

We have introduced a vertical element in the form of poplar trees, (referencing those existing in the area) and 1.8m high macrocarpa posts painted on one side in the classic barn yard red, which is used within the current signage and 'brand' for Ōmārama. These elements are at ninety degrees to the road corridor and aid visually in modulating traffic flow. Lower elements are in the form of river boulders and shrub planting at the base of the Poplar trees and posts. These plantings form a physical barrier between highway and footpath. Planting elements collectively frame parking bays along the road corridor. Strengthening pedestrian movement is a key part of the resident's feedback. A pedestrian crossing is proposed from the north to the south into and through the pull in parking area.

The layout of the parking area on the south side of SH83 is kept largely the same, as this area is needed to facilitate large vehicular movement (cars, campervans, trucks, buses). This area is required to remain open and connected with the adjacent businesses/café/retail shops. Planting clusters, in the form of upright Cherry trees and ground cover planting, identify parking bays in this space, and provide softness and shade to the area.

The parking typology along SH83 is continued towards the ex-Rabbit Board land where a proposed Retail Hub is located. The Retail Hub is an important aspect to the overall vision for Ōmārama as this solves a number of problems that currently occur. The Retail Hub will draw

visitors and residents along the SH83 road corridor with both vehicular movement and pedestrian movement, easing existing congestion within the current retail area at the SH83/SH8 intersection. The new Retail Hub contains approximately 1560m<sup>2</sup> of Retail/Commercial space, 48 carparks (including 2 accessible parks), a central green space, and the same proposed signage, timber posts, and planting species as mentioned above with Crows Nests Poplars, Cherry, and Sweet Gum trees.

The surrounding areas of land situated north behind the existing development along SH83 and The Wrinkly Rams, calls for future development to enhance the community, and character of the township. Proposed areas of development include; eco-housing, development to existing community amenities with the expansion to the existing bicycle track to create a new adventure play area and development of a community sports field, gardens, recreation parks and recreation parks. This additional development will allow for future road links between SH8, Airport Road, and SH83 to service the new areas of development.

These future developments each represent key aspects of the Ōmārama community's desire to strengthen links across the town, provide for future development with extensions of the community facilities, improvements to the streetscape within the township, and additional retail area providing for future growth to the town.





# **+ WAITAKI DISTRICT COUNCIL**

## **OMARAMA SPATIAL MASTERPLANS AND CONCEPTS**

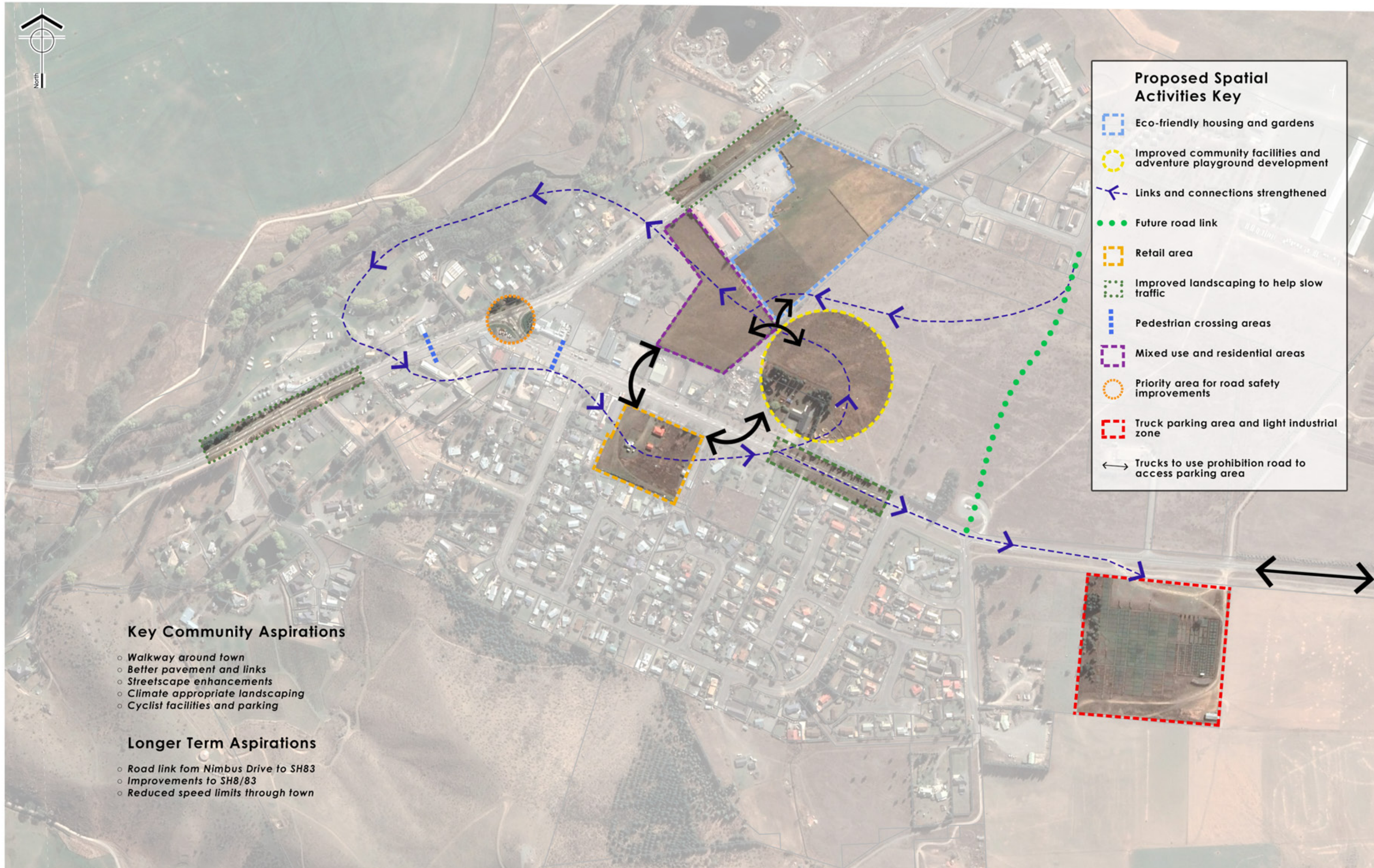
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#### **OMARAMA**

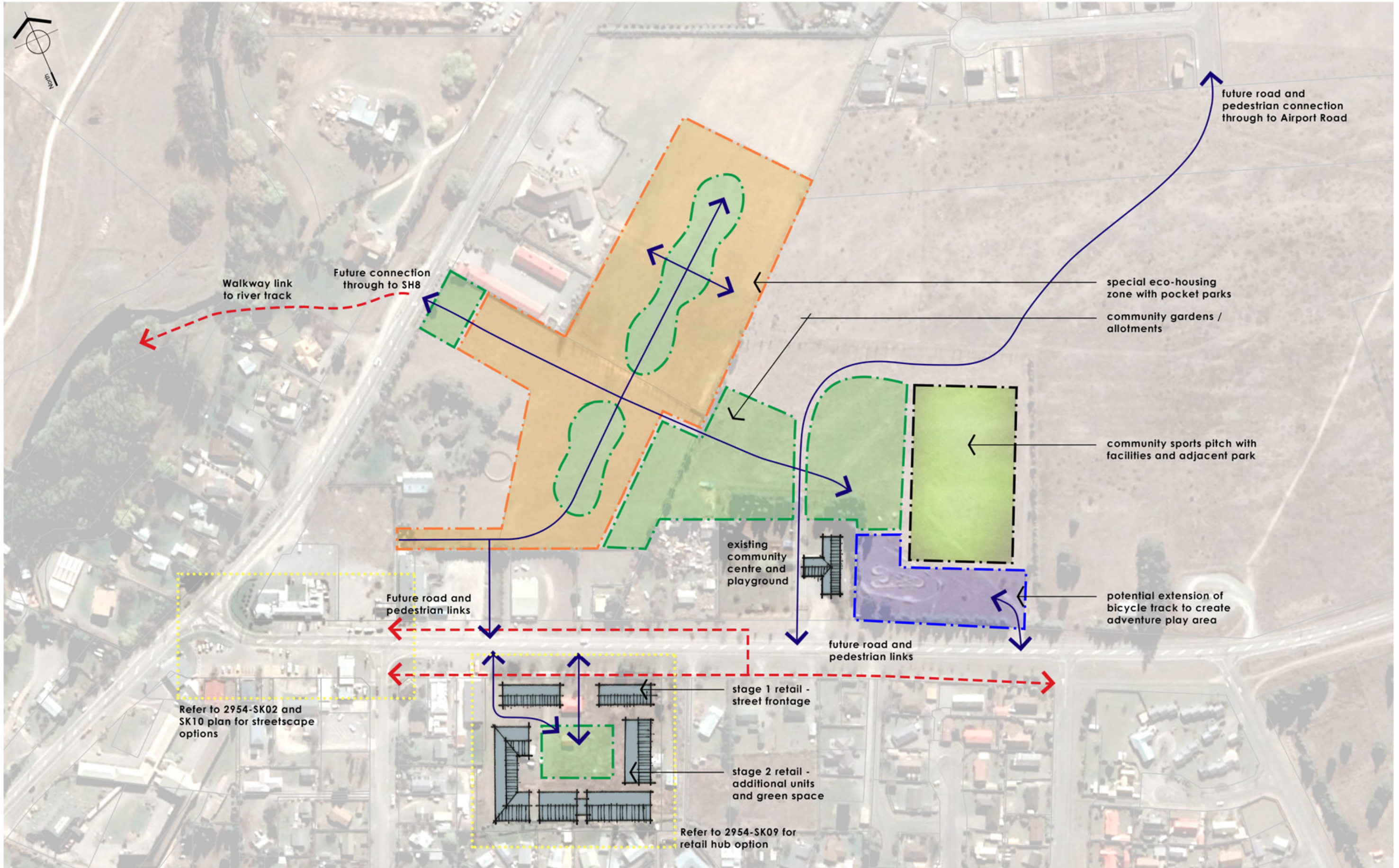
- + 2954 - SK08 - SPATIAL PLANNING MAP
- + 2954 - SK11 - RETAIL, ECO-HOUSING, COMMUNITY AREA LAYOUT
- + 2954 - SK09 - RETAIL HUB CONCEPT PLAN
- + 2954 - SK 14- RETAIL PERSPECTIVE SKETCH
- + 2954 - SK02 - TOWN CENTRE STREETScape CONCEPT A
- + 2954 - SK03 - PARKING BAY SKETCH CONCEPT PLAN A
- + 2954 - SK04 - STREETScape PERSPECTIVE SKETCH A
- + 2954 - SK05 - MACROCARPA POST DETAILS AND SIGNAGE
- + 2954 - SK10 - TOWN CENTRE STREETScape CONCEPT B
- + 2954 - SK06 - MATERIAL CONCEPTS
- + 2954 - SK12 - RESIDENTIAL DWELLING TYPES
- + 2954 - SK13 - COMMERCIAL/RETAIL FACADE TYPOLOGY

**DRAFT**

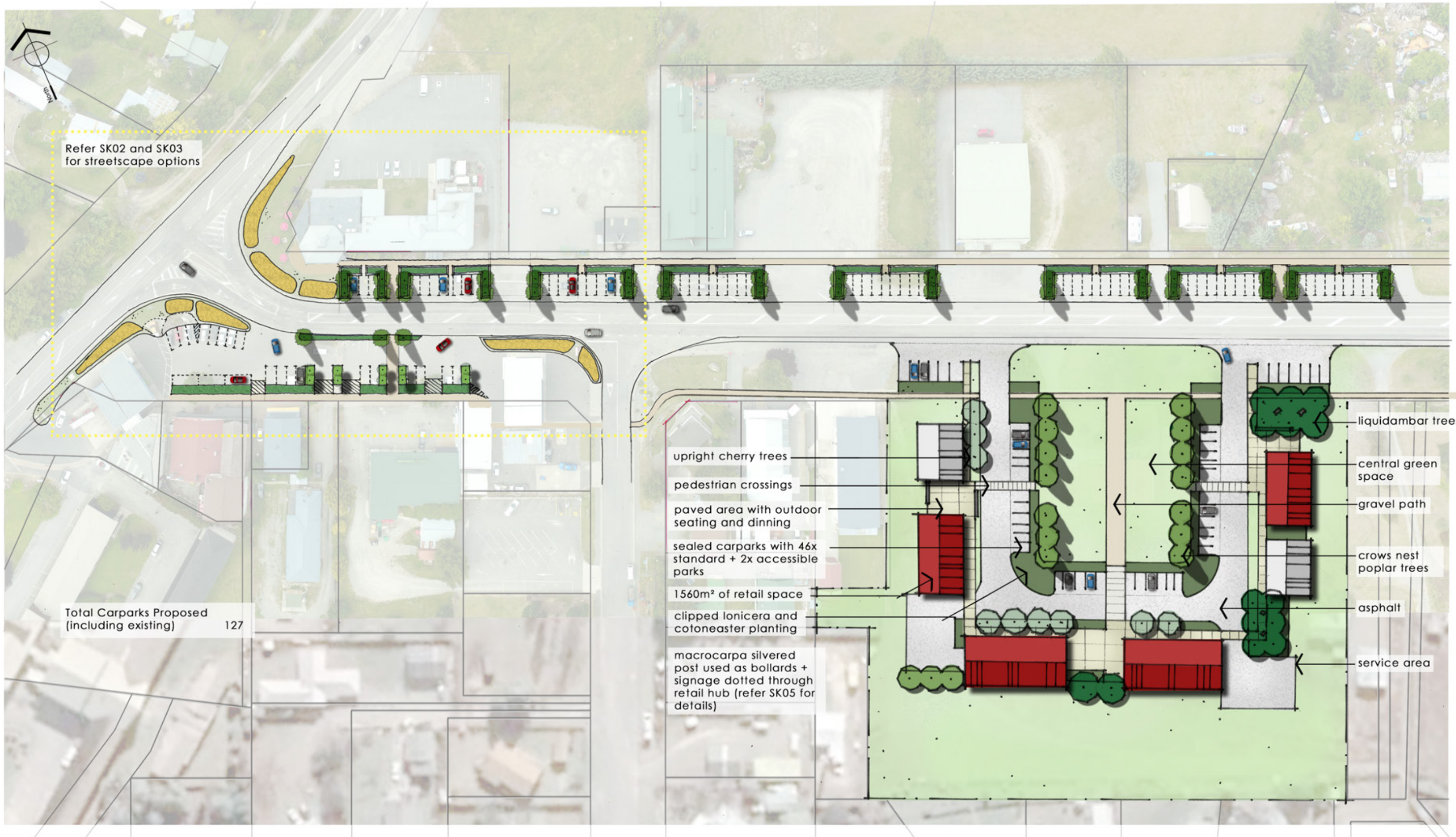




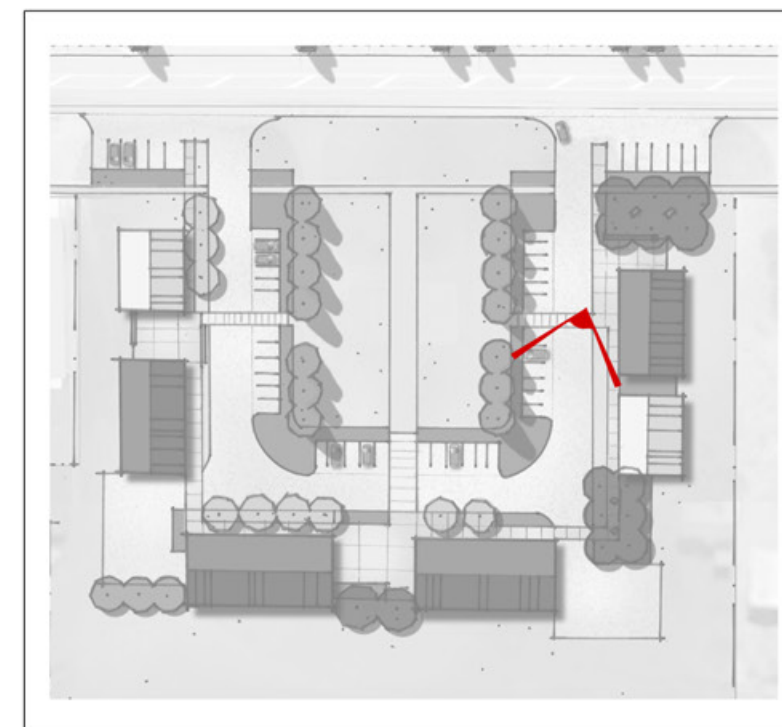








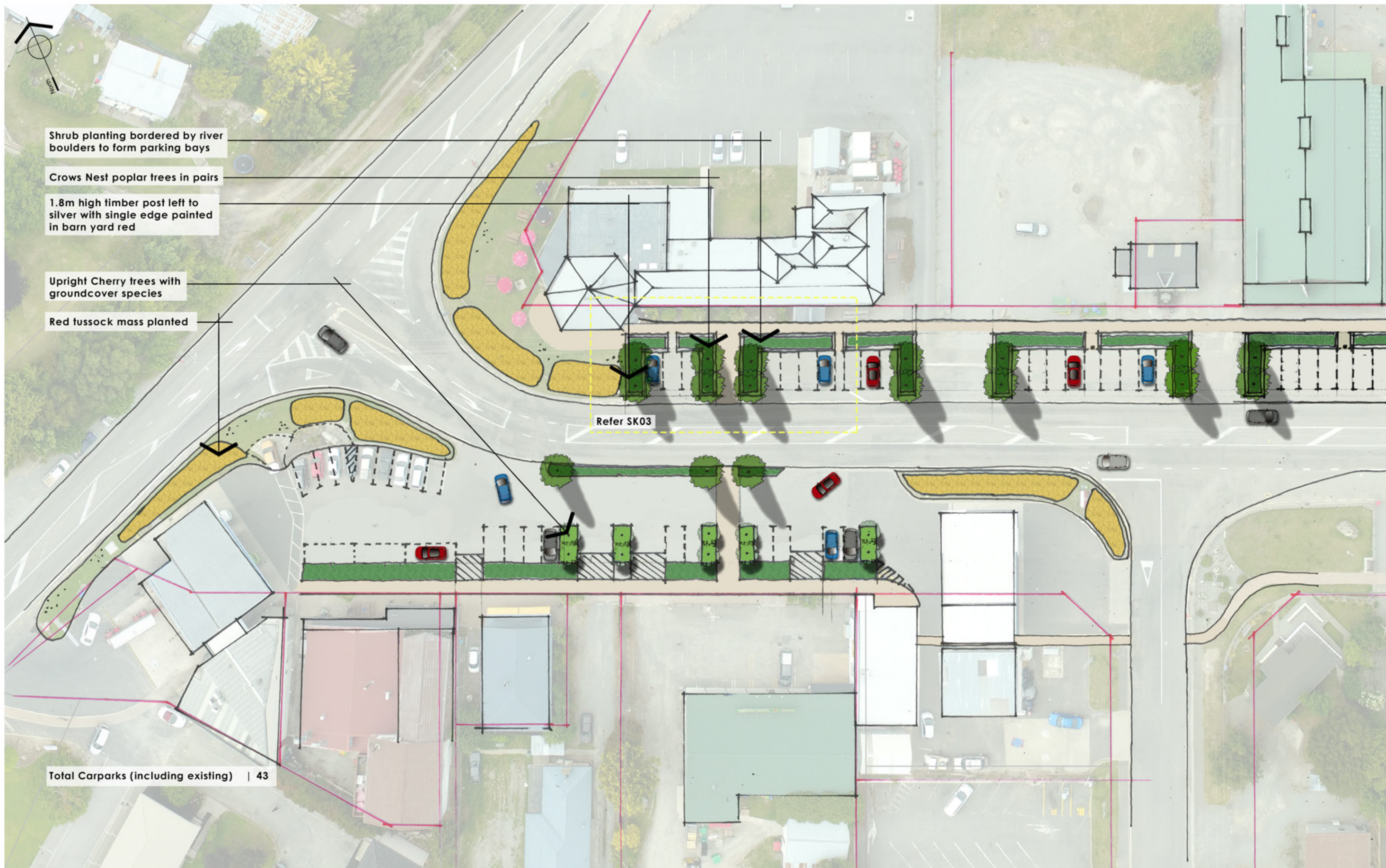




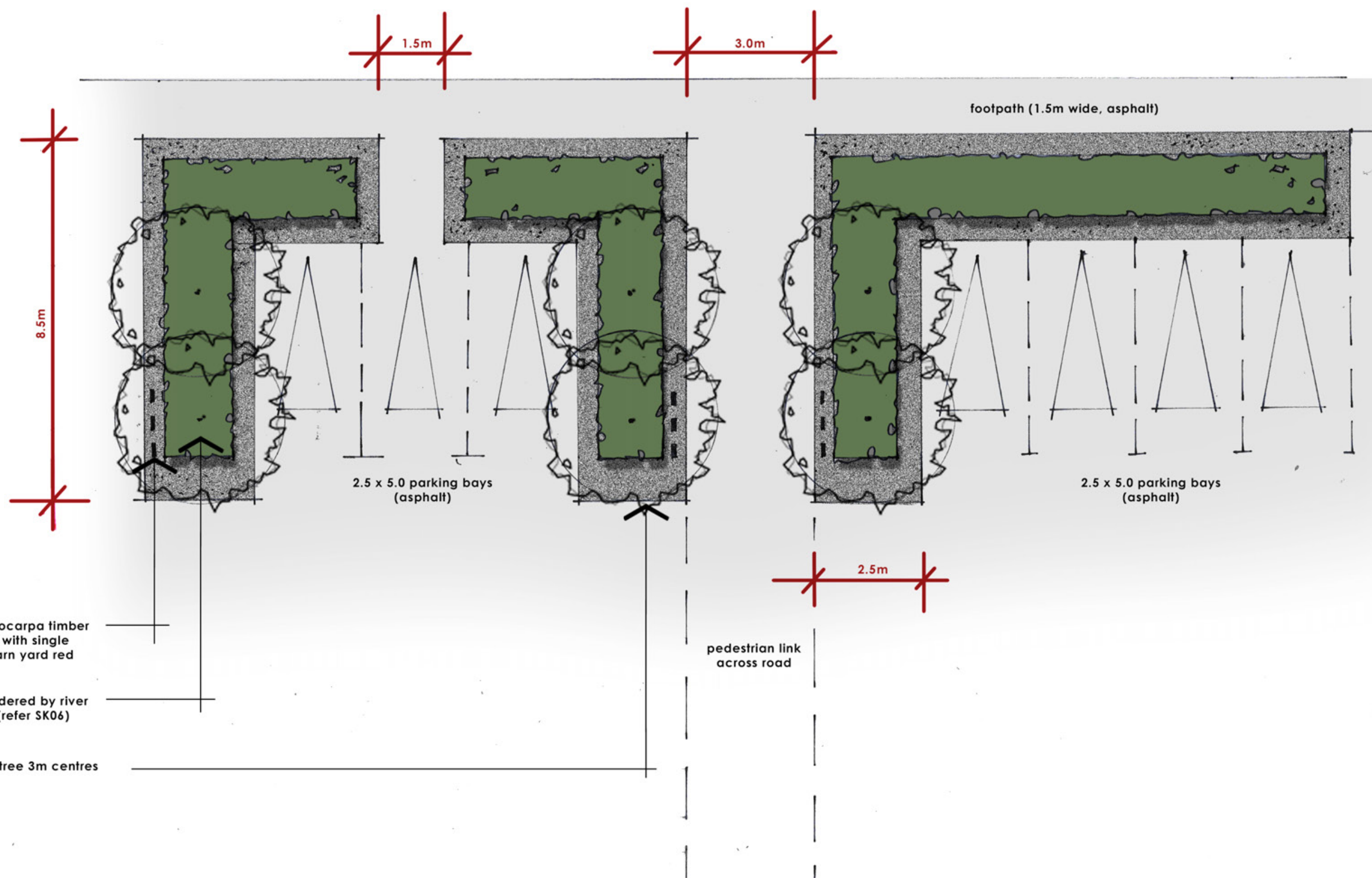
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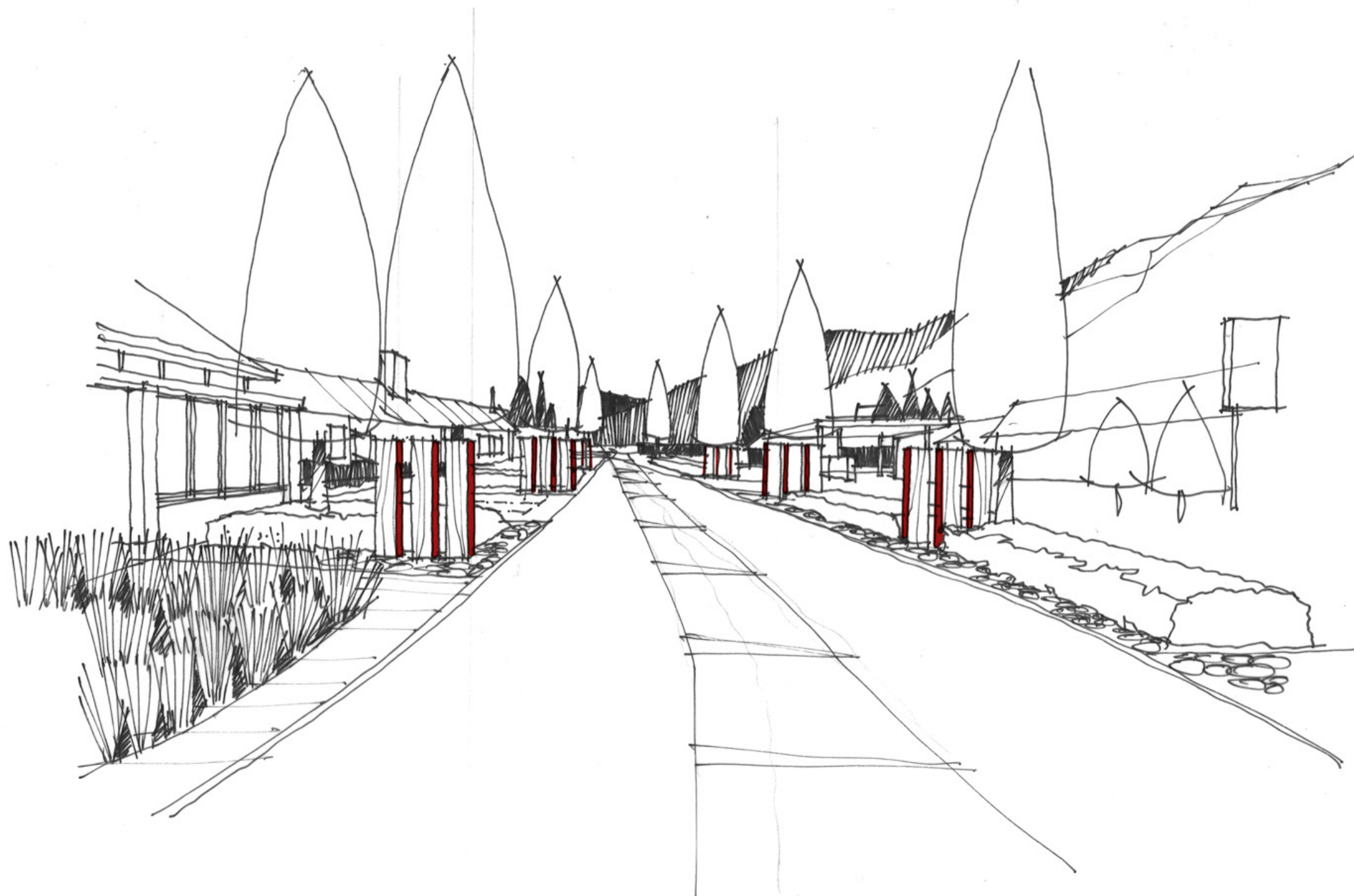




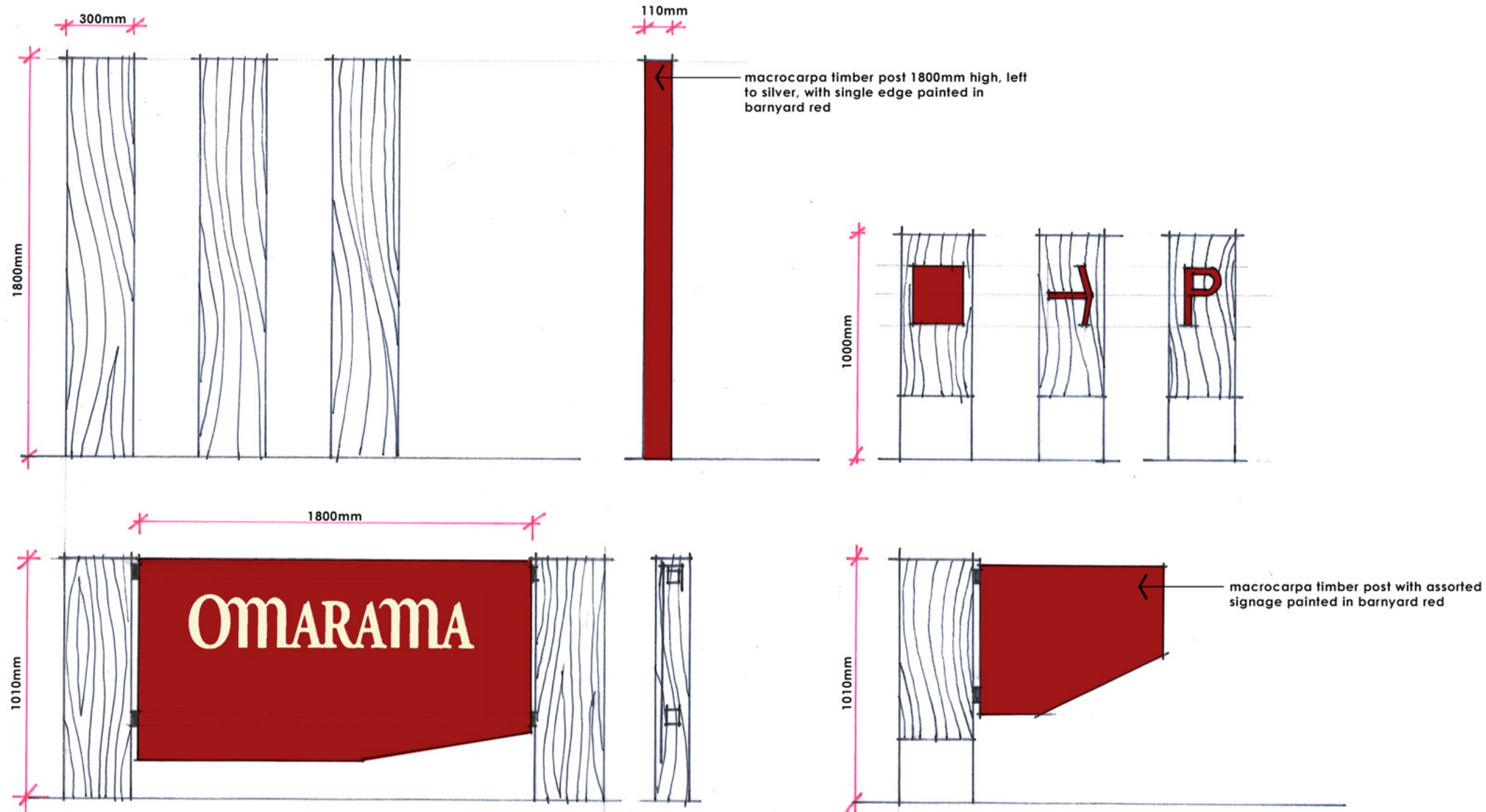




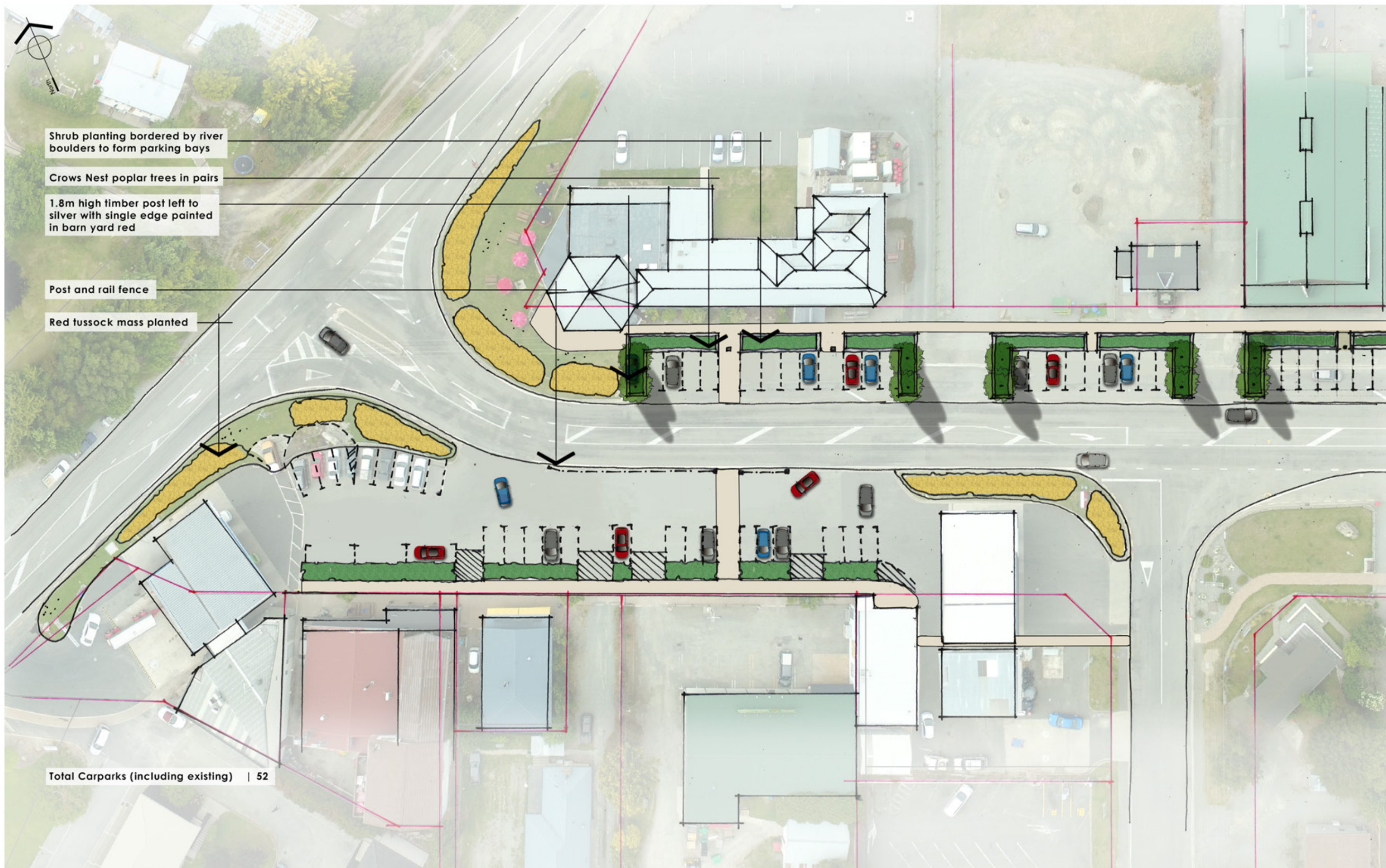
















barn red colour



crow's nest poplar



crow's nest poplar autumn colour



cotoneaster dammeri



clipped Ionicera nitida



chionocloa rubra



upright cherry tree



clipped Ionicera nitida



weathered macrocarpa posts



rounded river boulders









t. 03 433 0300 e. [service@waitaki.govt.nz](mailto:service@waitaki.govt.nz)  
Office 20 Thames Street, Ōamaru  
Post Private Bag 50058, Ōamaru 9444

[www.waitaki.govt.nz](http://www.waitaki.govt.nz)



**Waitaki**  
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