

# **Oamaru Town Centre + Harbour Access, Movement + Experience Design Strategies**

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This document was prepared by LandLAB Ltd. for Waitaki District Council  
LandLAB Project Team\_ Henry Crothers, Divya Bishnoi, Scott Greenhalgh

# Access, Movement + Experience

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**This report outlines proposed urban design, way-finding and place making strategies to support improved access to, movement around and experience of the Oamaru town centre and waterfront precincts\_**

**Background**

A town square and public realm improvements are proposed within Thames Street in the town centre adjacent the Oamaru Council Building. The intention of this space is to improve the amenity and function of the town centre as a place for people.

The harbour Area is proposed to be redeveloped with 3 key priority projects these being; Holmes Wharf upgrade, The creation of a new harbour Plaza as an arrival/ orientation space and focal point for community activities and place making. The enhancement of the southern Harbour Zone into a community and visitor destination.

The proposed Harbour Plaza enables use of the waterfront area for a wider range of event and place making activities that supports visitation and user experience.

Existing connections by road, open spaces and pathways between the town centre and Harbour area are compromised with poor amenity, a lack of legibility and safety/CPTED issues. There is a desire to enhance the amenity, function and safety of these links to enable walking and cycling and improved synergies and movement between the town centre and Harbour.

**Improved Access**

Improved way-finding will support better access to the town centre and waterfront from the State Highway. Currently the most legible route is via Thames Street. However access via Wansbeck and Itchen provide significant benefits in terms of legibility, directness and experience of the town centre. Providing additional options in terms of how people navigate them selves to the town centre is important

**Enhanced Movement**

Enhanced movement between the town centre and waterfront for vehicles, cyclists and pedestrians has

**Memorable Experiences**

The creation of both a Town Square and Harbour Square creates the opportunity to establish new synergies and greater connectivity between the town and Harbour. These proposals should be considered as complimentary rather than competing.

**A summary of key design interventions as follows:**

**001  
Town Square**

**Design Intent\_**  
Creates a focal point within Thames Street for community activities, gathering an celebrations

**Design Outcomes\_**  
Improves pedestrian amenity and activity within the main street  
Supports the prominence and landmark qualities of the Town Hall as a key civic building  
Improves connectivity with Itchen Street for walking and cycling  
Reduces the visual impact of cars and car parking within the Thames Street

Provides connectivity with adjacent open spaces  
Contributes to the creation of a sequence of episodic experiences and spaces between the town centre and waterfront

**002  
Harbour Square**  
Work with Rational and Abley to develop design concepts for key walking, cycling and vehicle connections between the town centre (Thames Street)  
Diagrams and explanation  
Car parking provision review (existing and proposed)  
Integrate proposed Town Square into thinking (town square and waterfront plaza = complementary spaces)

**002  
Episodic Spatial Sequence**

**Design Intent\_**  
Create a series of interconnected spaces that connect the waterfront and town centre via the proposed Town Square, Park, upgraded Itchen Street, Harbour Street and Harbour Plaza. 4 spaces and experiences that provide a highly connected, legible and walkable town centre environment and stitch together the town centre and Harbour.

**Design Outcomes\_**  
Improved legibility between town centre and waterfront encourages walking and cycling rather than vehicle trips  
Visitor experience enhanced through clarity and legibility contributing to visitation  
Enhanced footfall on key city centre and waterfront streets  
Increase viability of main street (Thames Street) and Harbour Street businesses

# Access, Movement + Experience continued

Connections

The creation of new and enhanced links between the town centre and waterfront both a Town Square and Harbour Square creates the opportunity to establish new synergies and greater connectivity between the town and Harbour. These proposals should be considered as complimentary rather than competing.

001  
Thames Street

Design Intent\_  
Enhance the amenity and walk-ability of the main street  
Improve links to Itchen Street and Park

Design Outcomes\_  
Improved amenity on the main street encourages people to spend more time ion the town centre contributing to footfall and spending  
Improved amenity and civic pride in own centre  
Improved identity and visitor experience

002  
Itchen Street

Design Intent\_  
Enhance the amenity and walkability of the street through carriageway narrowing and street tree planting  
Improve intersection with Tyne Street to better connect town and waterfront  
Reduce speed of vehicle movements to improve safety and amenity

Design Outcomes\_

Improved amenity on the

003  
Park

Design Intent\_  
Enhance the amenity and connectivity of the park walkways  
Improve safety and CPTED issues  
Improve sight lines and visual connections along pathways  
Connect park ton the waterfront promenade for both walking and cycling

004  
Railway Walkway

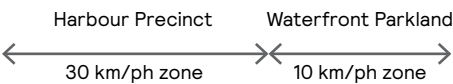
005  
Tyne Street

005  
Waterfront Promenade



Traffic Interventions\_

- |    |                            |    |                                 |    |                       |
|----|----------------------------|----|---------------------------------|----|-----------------------|
| 01 | Itchen St Shared Zone      | 06 | Pedestrian Bridge + Stream Link | 11 | Gardens               |
| 02 | Tyne/Wansbeck Intersection | 07 | Town Hall                       | 12 | Harbour Train Station |
| 03 | Harbour Arrival/Entry      | 08 | Gardens Link                    | 13 | Penguin Colony        |
| 04 | Wansbeck Gateway           | 09 | Itchen St / Rail station        | 14 | Reserve               |
| 05 | Holmes Wharf               | 10 | Harbour Plaza                   | 15 | New Thames St Plaza   |







Traffic Interventions\_

- 01 Thames St
- 02 Intersection Upgrade
- 03 Itchen St Shared Zone
- 04 Intersection Upgrade
- 05 Tyne St - Harbour St

- 06 Tyne St
- 07 Tyne/Wansbeck Intersection
- 08 Harbour Arrival/Entry
- 09 Wansbeck Gateway
- 10 Holmes Wharf AXD

Street Upgrades\_

- AA Thames St
- BB Itchen St
- CC Emulsion Lane
- DD Tyne St
- EE Harbour St + Extension







Traffic Interventions\_

- 01 Gardens Link
- 02 New Thames St Plaza
- 03 Theatre
- 04 Town Hall
- 05 Gardens

- 06 Waterfront Link
- 07 Railway Line / Sheds
- 08 Pedestrian Bridge + Stream Link
- 09 Steampunk HQ
- 10 Itchen St / Rail Station

- 11 I-site
- 12 Gardens
- 13 Itchen St / Rail Station
- 14 Holmes Wharf Entry
- 15 Holmes Wharf Sheds

- 16 Commercial Boathouse
- 17 Recreational Pontoon
- 18 Scott's Brewery
- 19 Harbour Ave Entry
- 20 Rowing Club

- 21 Reserve
- 22 Community Facilities
- 23 Yacht Club
- 24 Harbour Train Station
- 25 Penguin colony







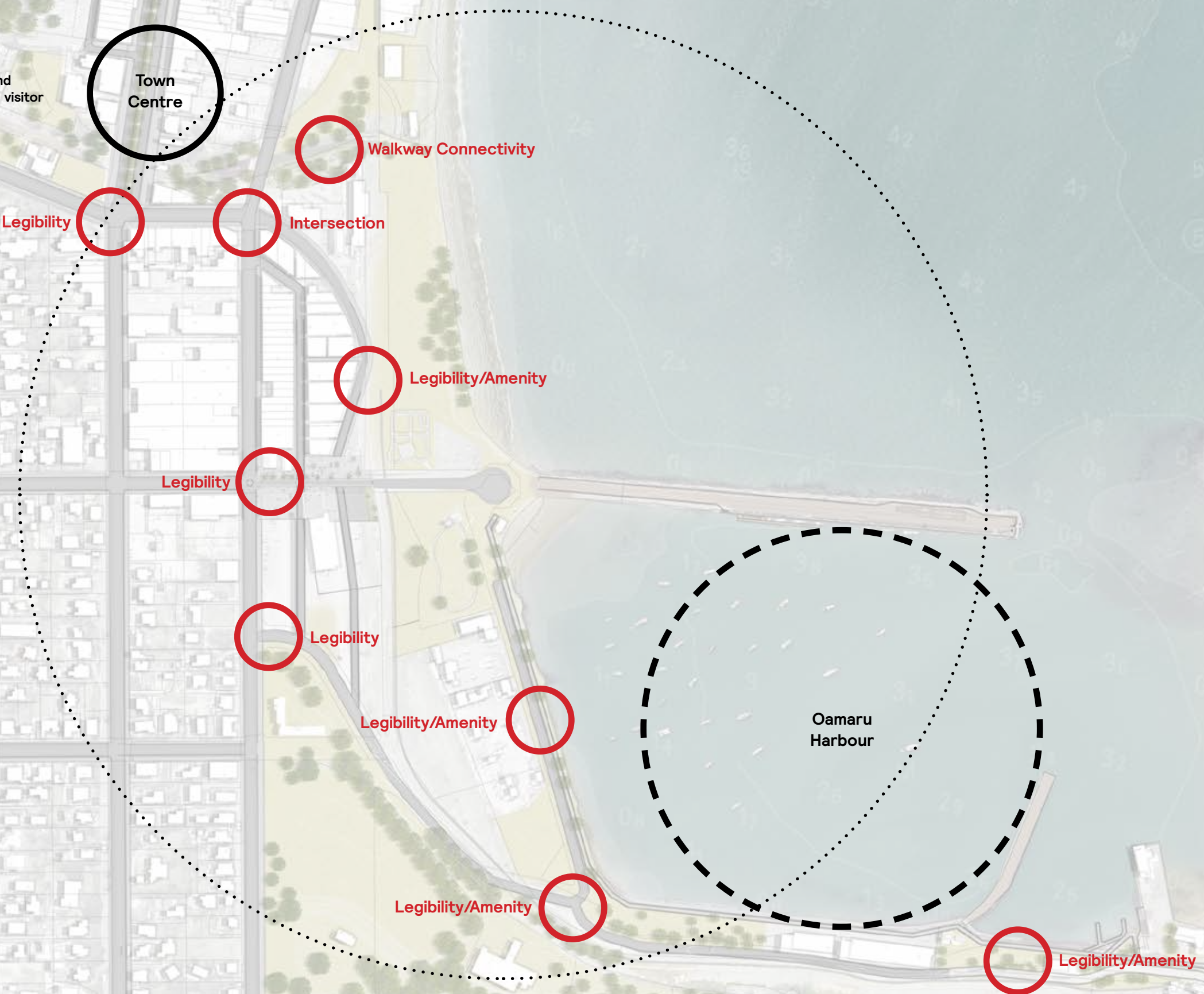
Built Form\_

- 01 Civic Buildings + Landmarks (Thames St)
- 02 Historic Harbour Precinct(fine grain/connect. elements)
- 03 Civic/landmark waterfront buildings define plaza
- 04 Waterfront buildings (shed typologies)
- 05 Thames st heritage plaza
- 06 New Buildings define Harbour Plaza + activate waterfront



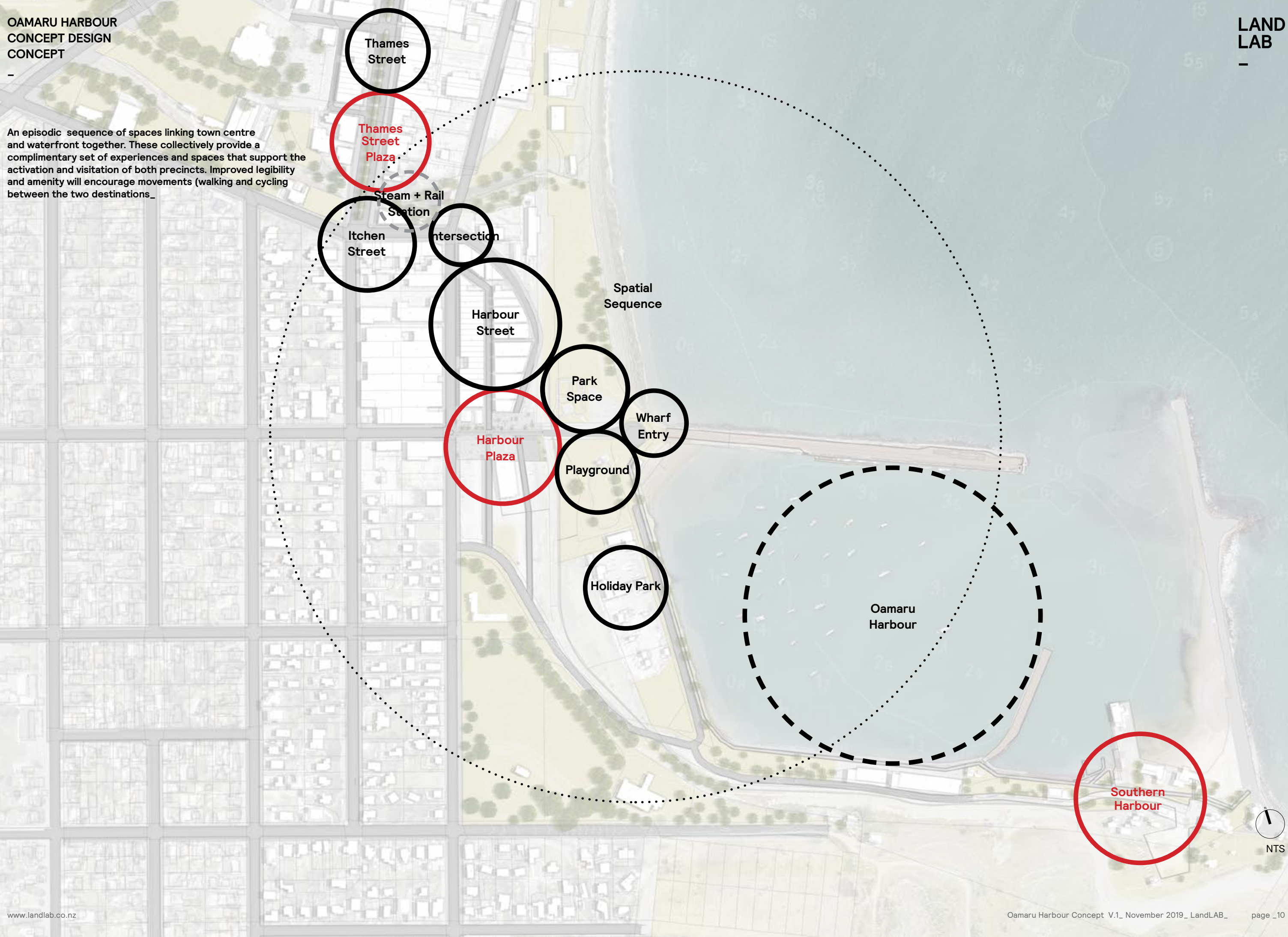


Existing legibility and amenity issues prevent walking and cycling access through the town centre and impact on visitor experience and safety\_





An episodic sequence of spaces linking town centre and waterfront together. These collectively provide a complimentary set of experiences and spaces that support the activation and visitation of both precincts. Improved legibility and amenity will encourage movements (walking and cycling between the two destinations\_







Proposed Elements\_

- 01 Improved Walking and Cycling Pathways
- 02 Itchen Street and Intersection Upgrade
- 03 Green Vein
- 04 Gateways
- 05 Improved Eastern Coast Access

- 06 Service Road Access from Harbour Street
- 07 Bike Track
- 08 Carpark
- 09 Railway Bridge
- 10 Scott's Brewery

- 11 Livery Stables
- 12 NZ Whisky Collection
- 13 Art Gallery
- 14 Bike Hire
- 15 Heritage Precinct

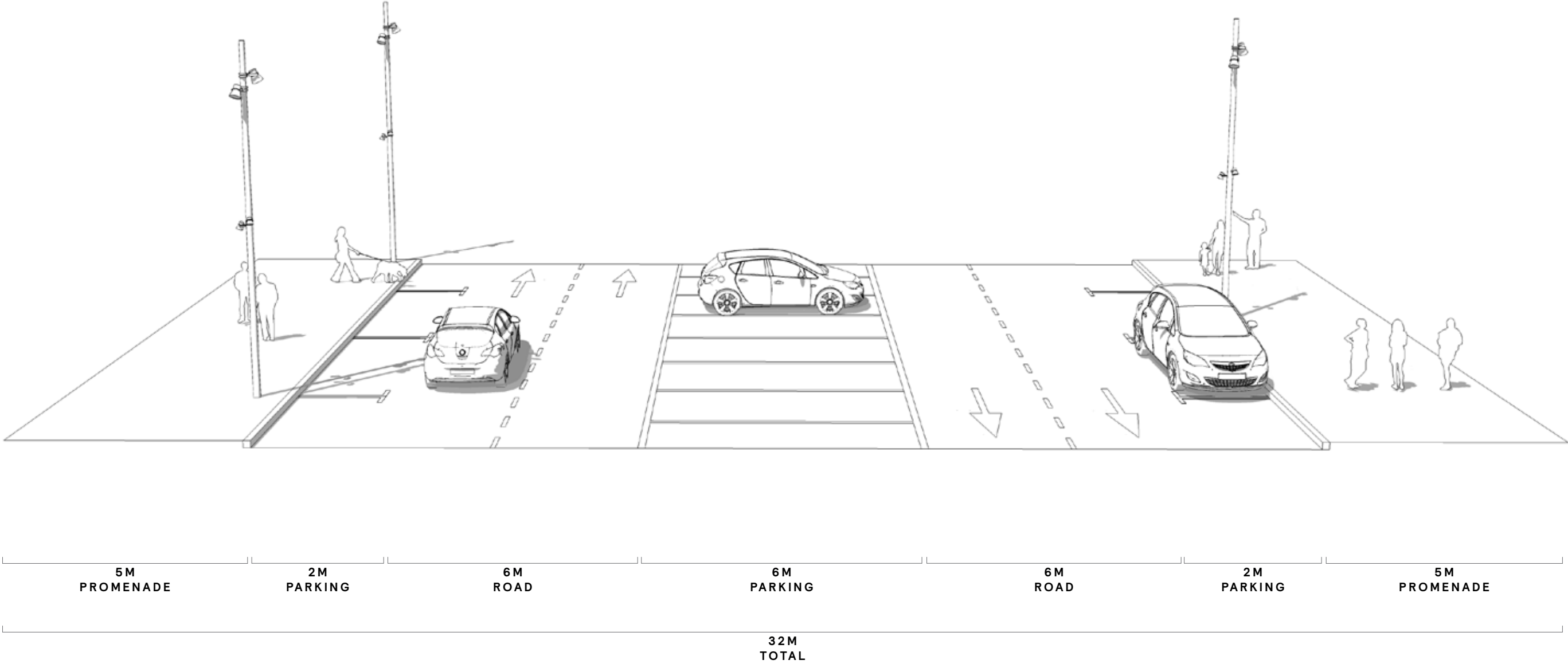
- 16 Oamaru Steam and Rail
  - 17 Steampunk Museum
  - 18 Civic Trust
  - 19 I-Site Visitor Centre
- Extent of Works

Street Upgrades\_

- AA Thames St
- BB Itchen St
- CC Emulsion Lane
- DD Tyne St
- EE Harbour St + Extension



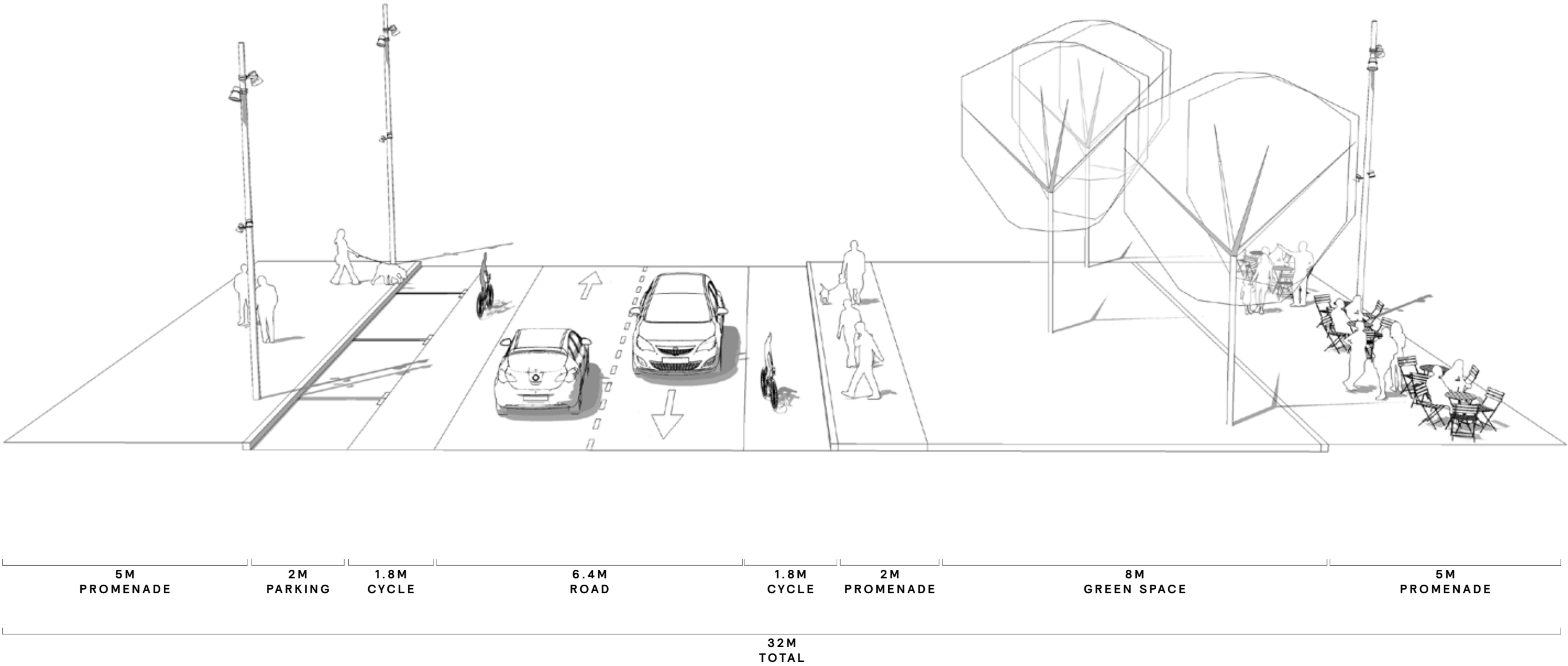


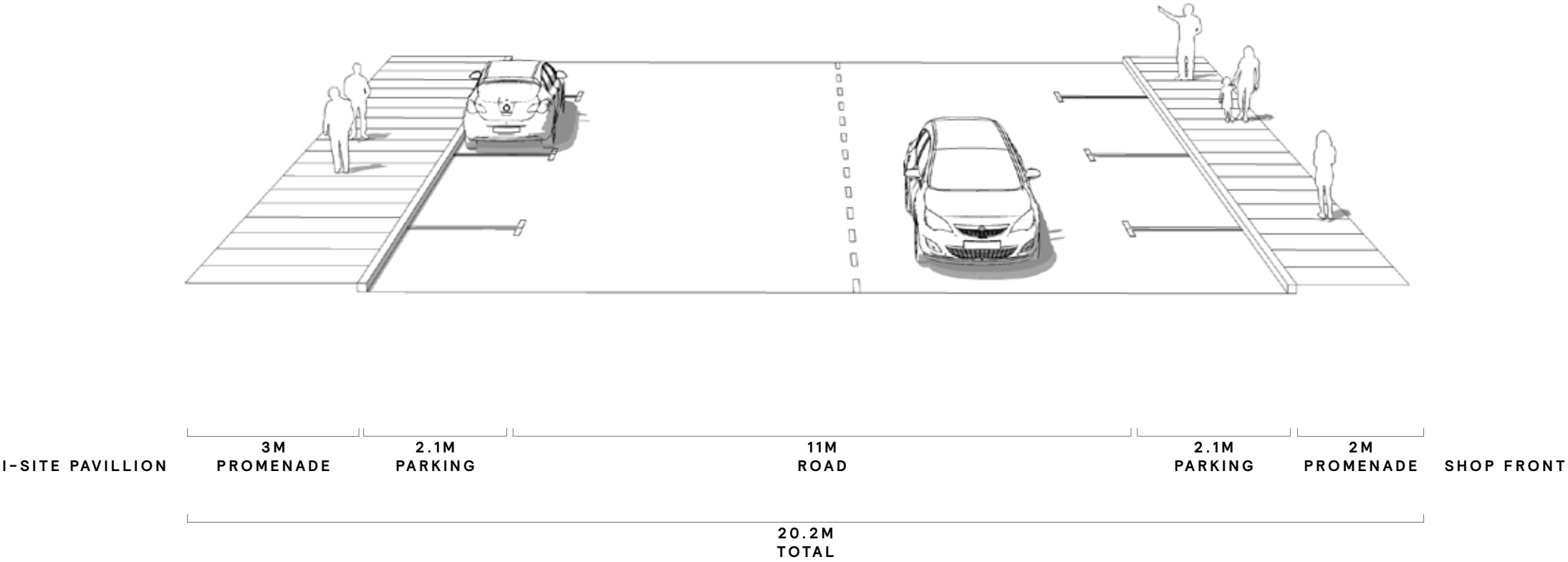


Thames Street is developed to include more green space and new planting to make a destination space and encourage space and street occupation. New lighting added.

Cross Section\_

- Access
- Place
- Destination
- Civic

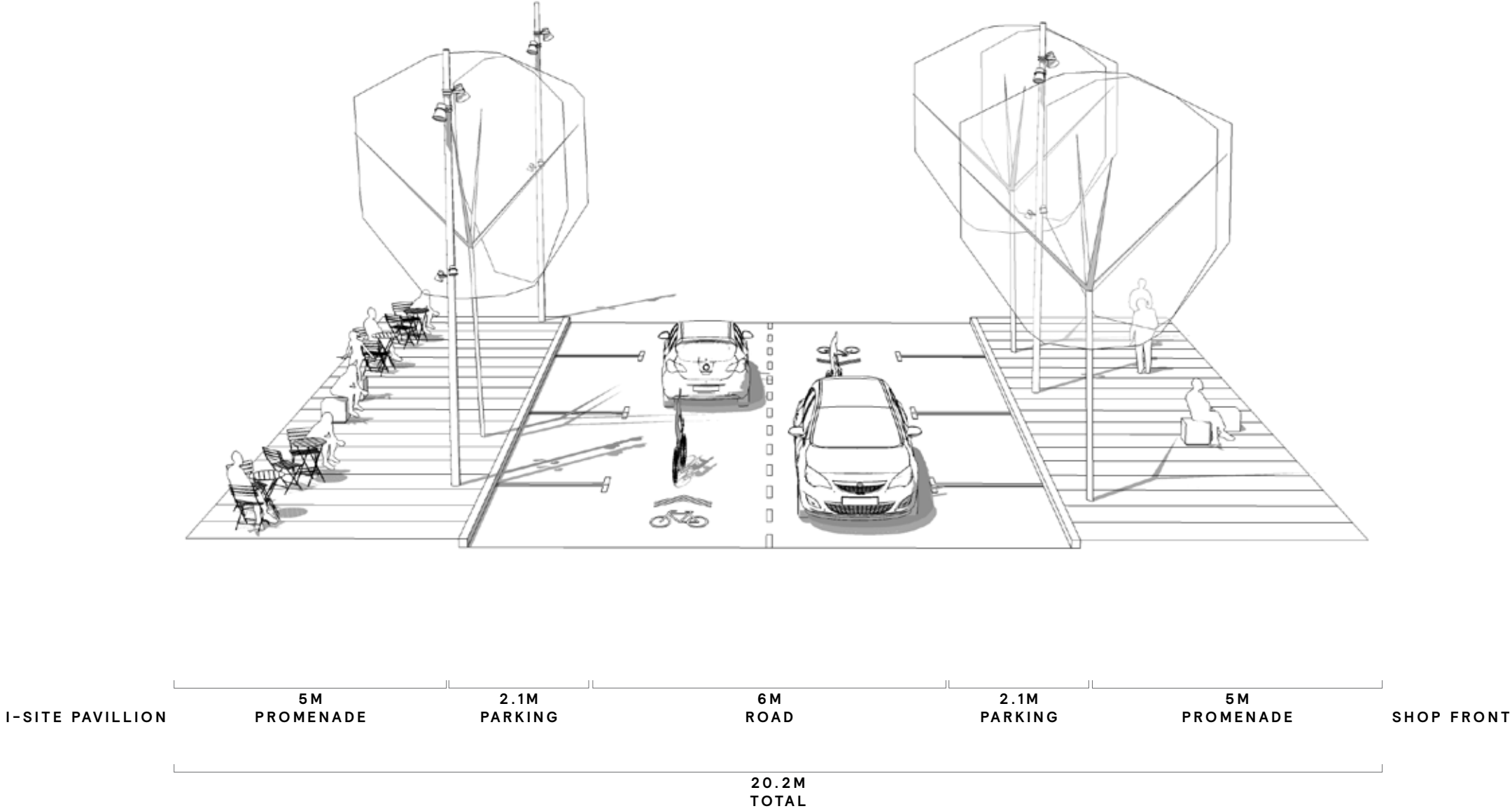


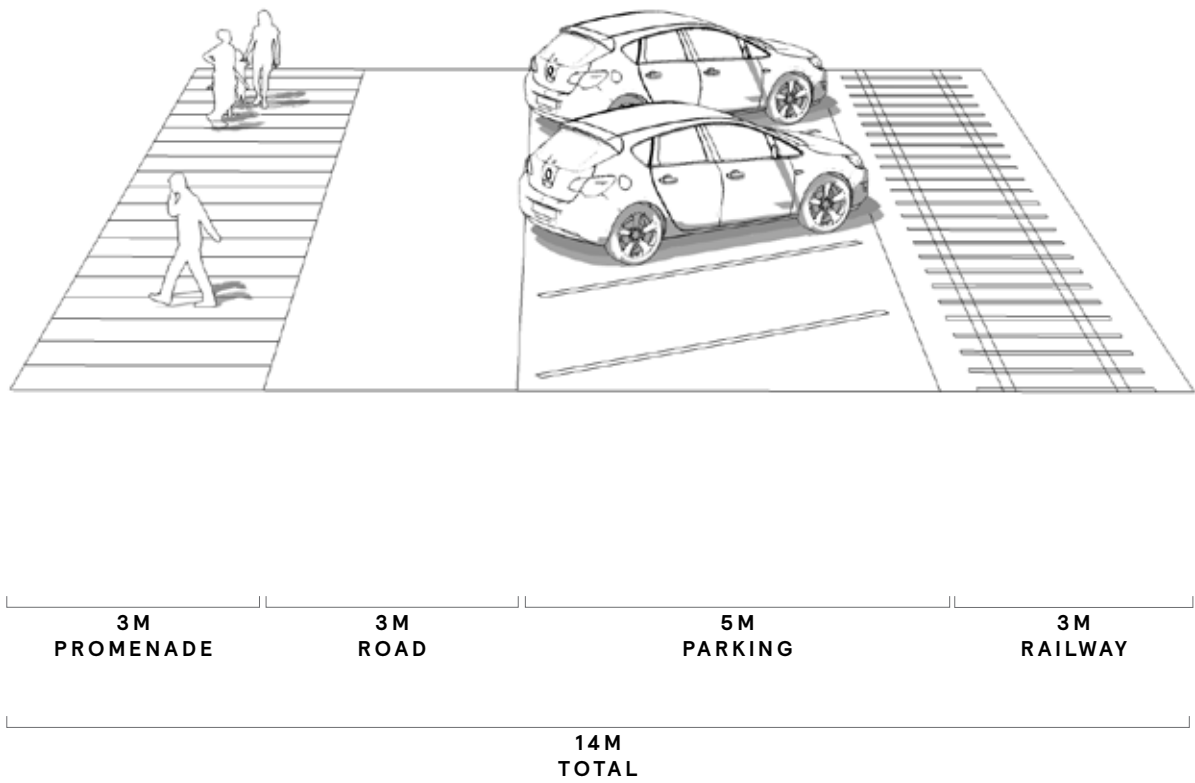




Itchen Street is upgraded with wider promenades, new planting, new street furniture and new lighting. The Southern side of Itchen street now has more opportunity for pedestrian occupation to maximise its South facing location and sunlight.

- Cross Section\_
- Arrival
  - Behaviour Change
  - Connectivity
  - Place

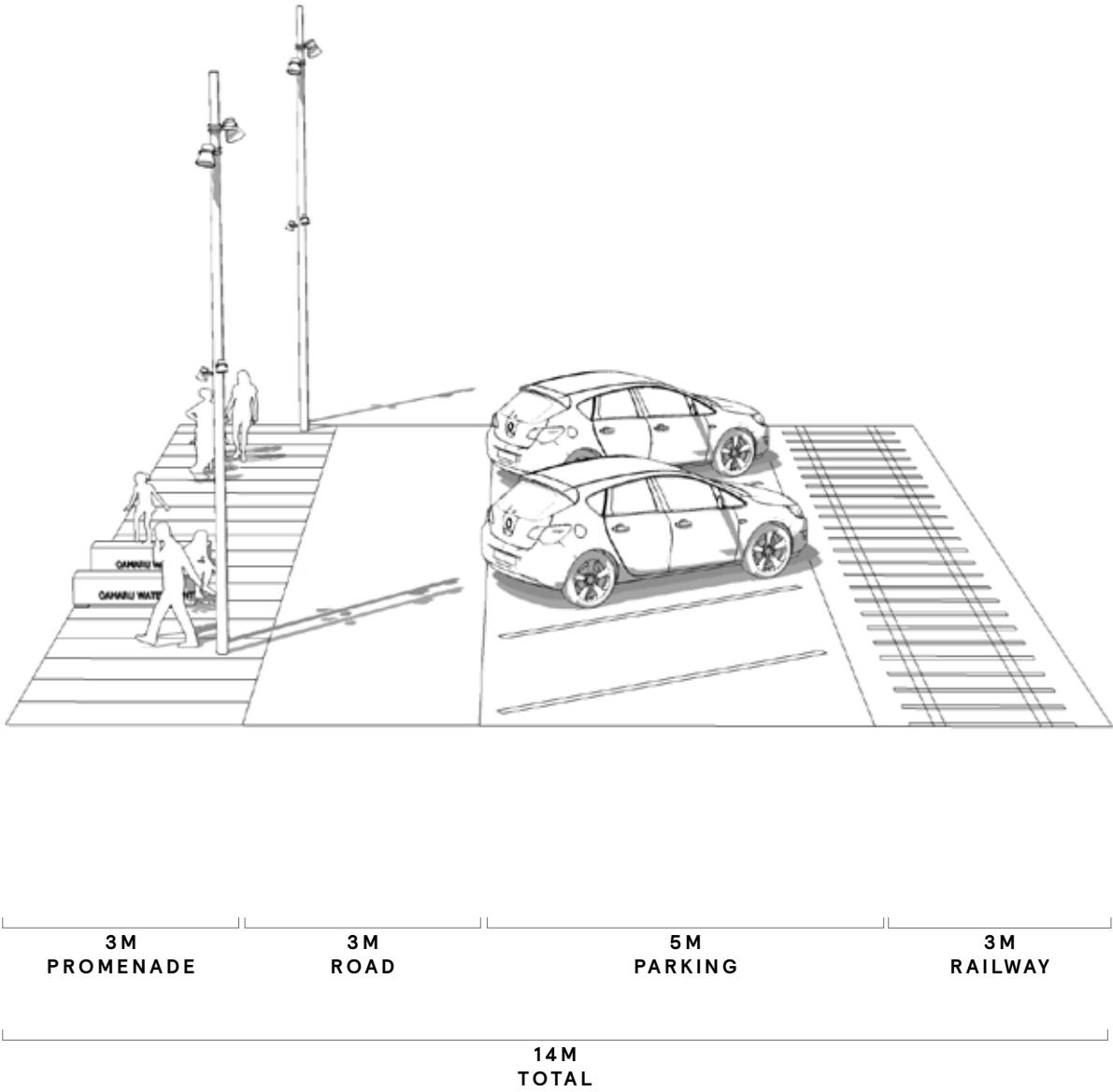




Emulsion Lane/Railway Lane is upgraded with new street furniture and new lighting.

Cross Section\_

- Function
- Catalyst
- Connection
- Place
- Access

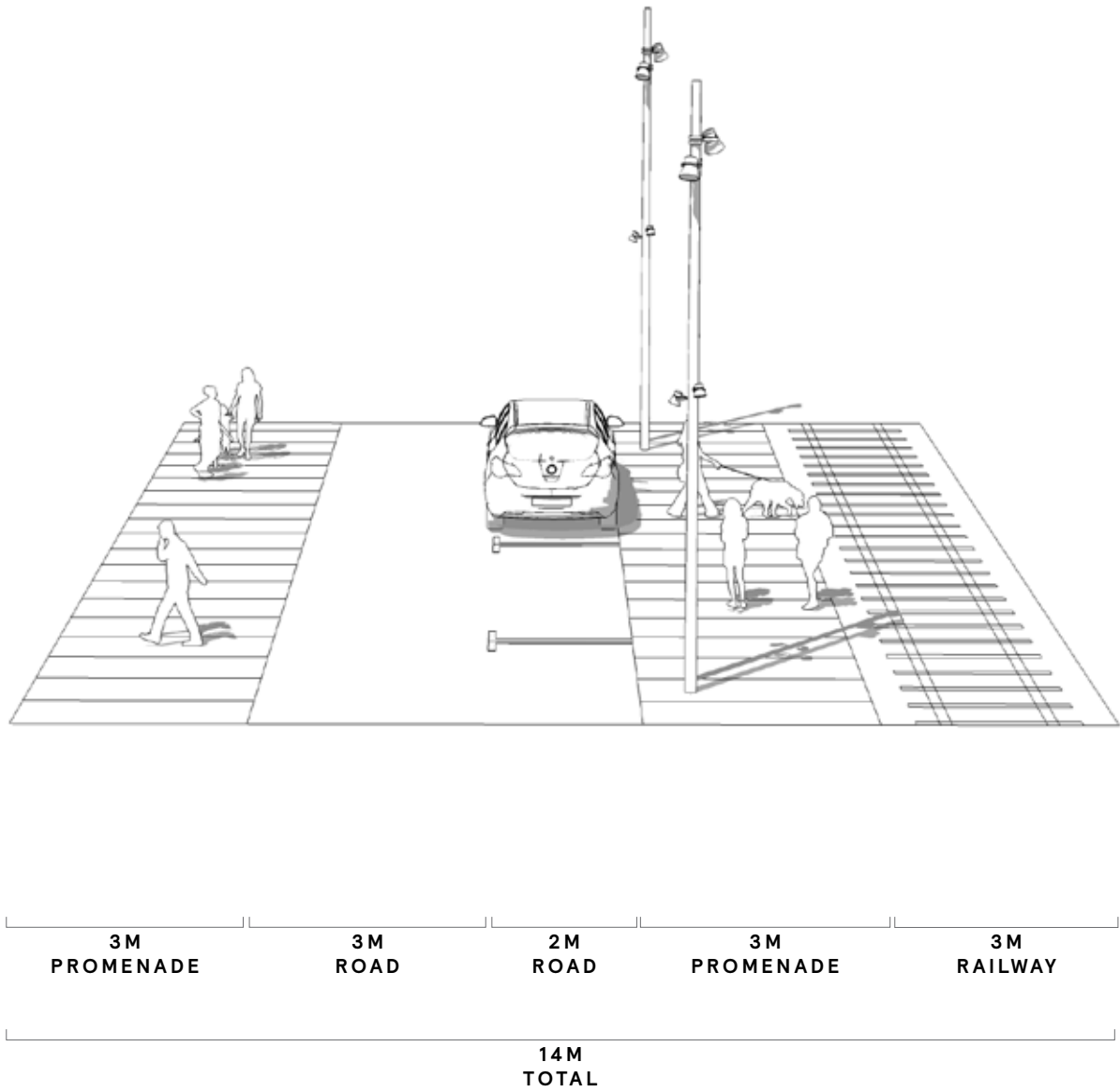


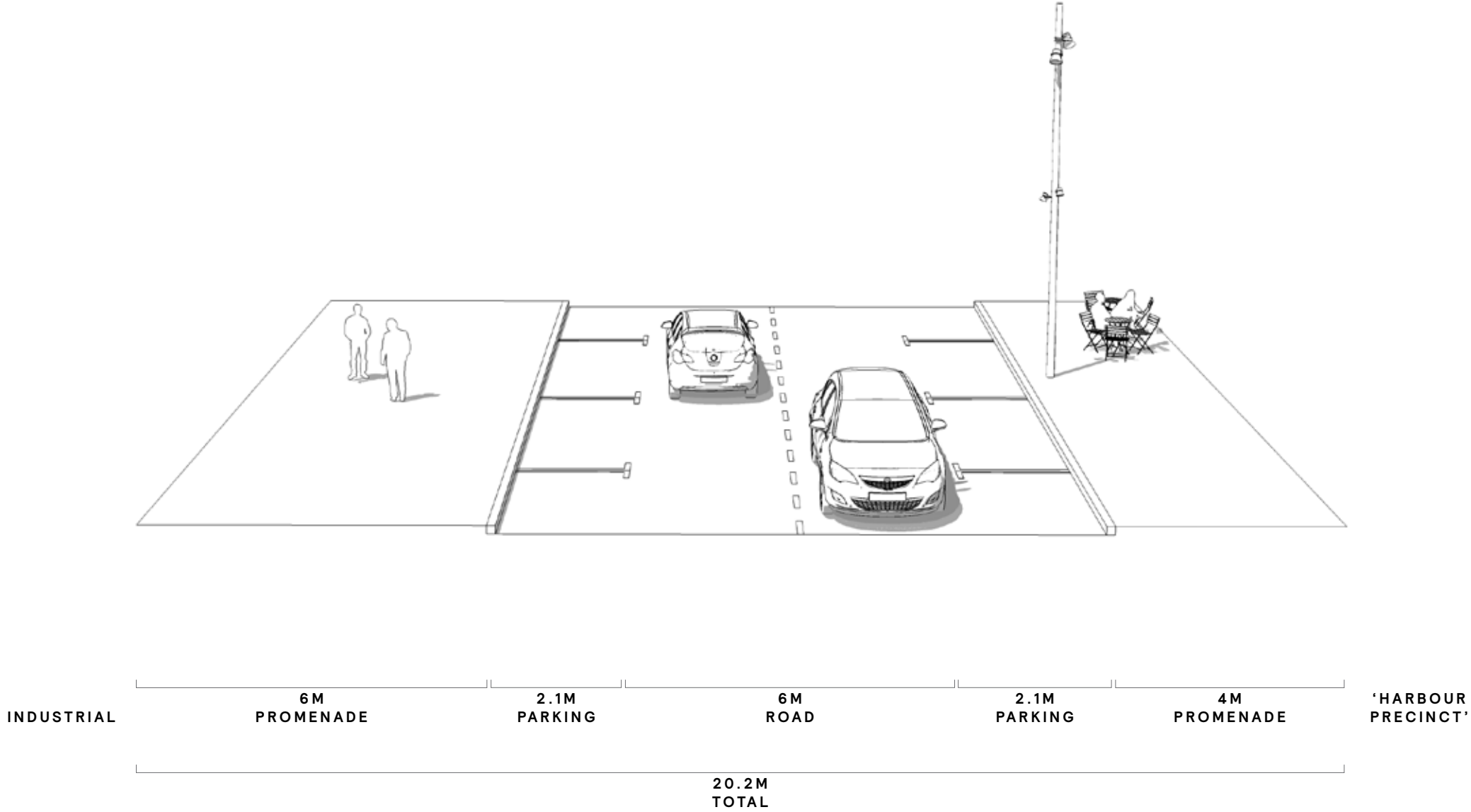


Emulsion Lane/Railway Lane is upgraded with promenades on both sides for greater pedestrian access along with new street furniture and new lighting.

Cross Section\_

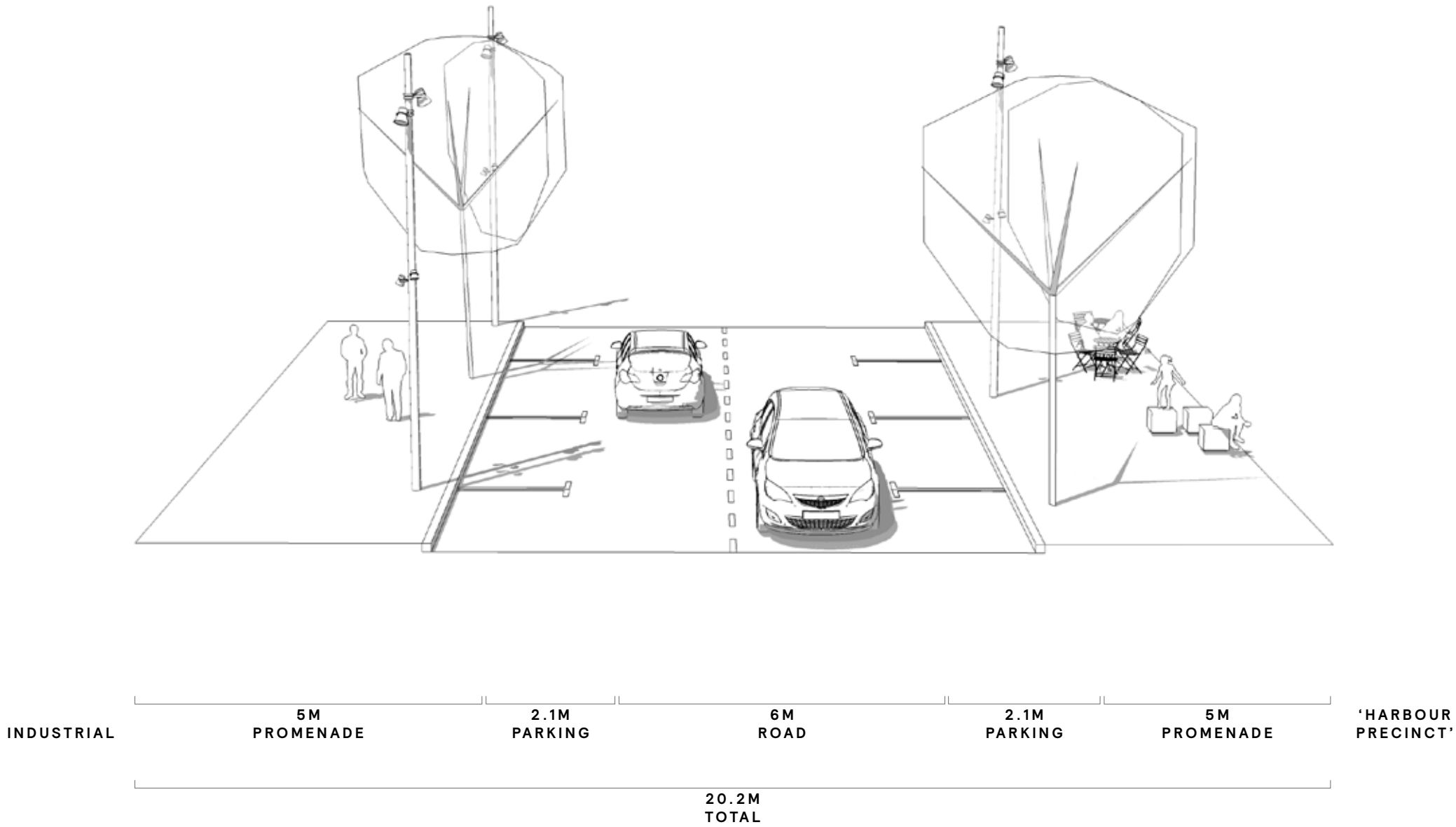
- Function
- Catalyst
- Connection
- Place
- Access



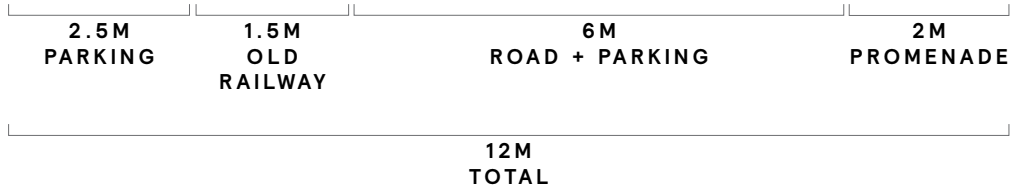
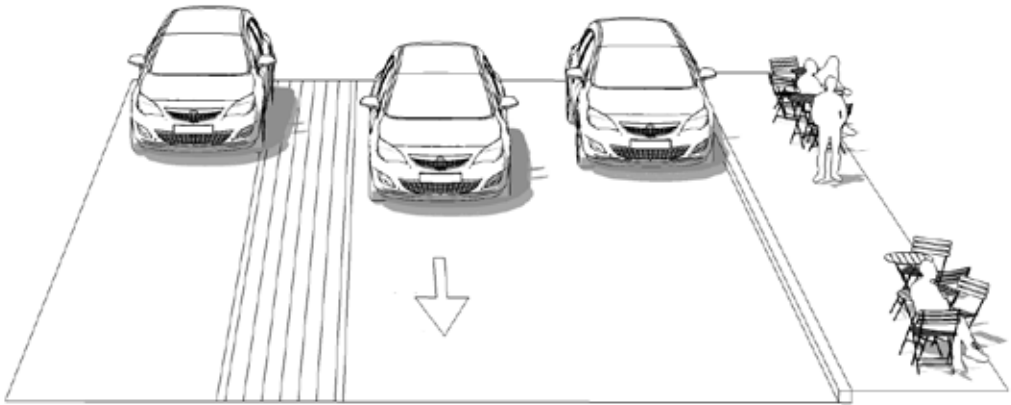


Tyne street is upgraded with a wider promenade on the west side to allow for more occupation on both sides and priority of pedestrian movement. New planting, new street furniture and new lighting are also added.

- Cross Section\_
- Arrival
  - Catalyst
  - Connectivity



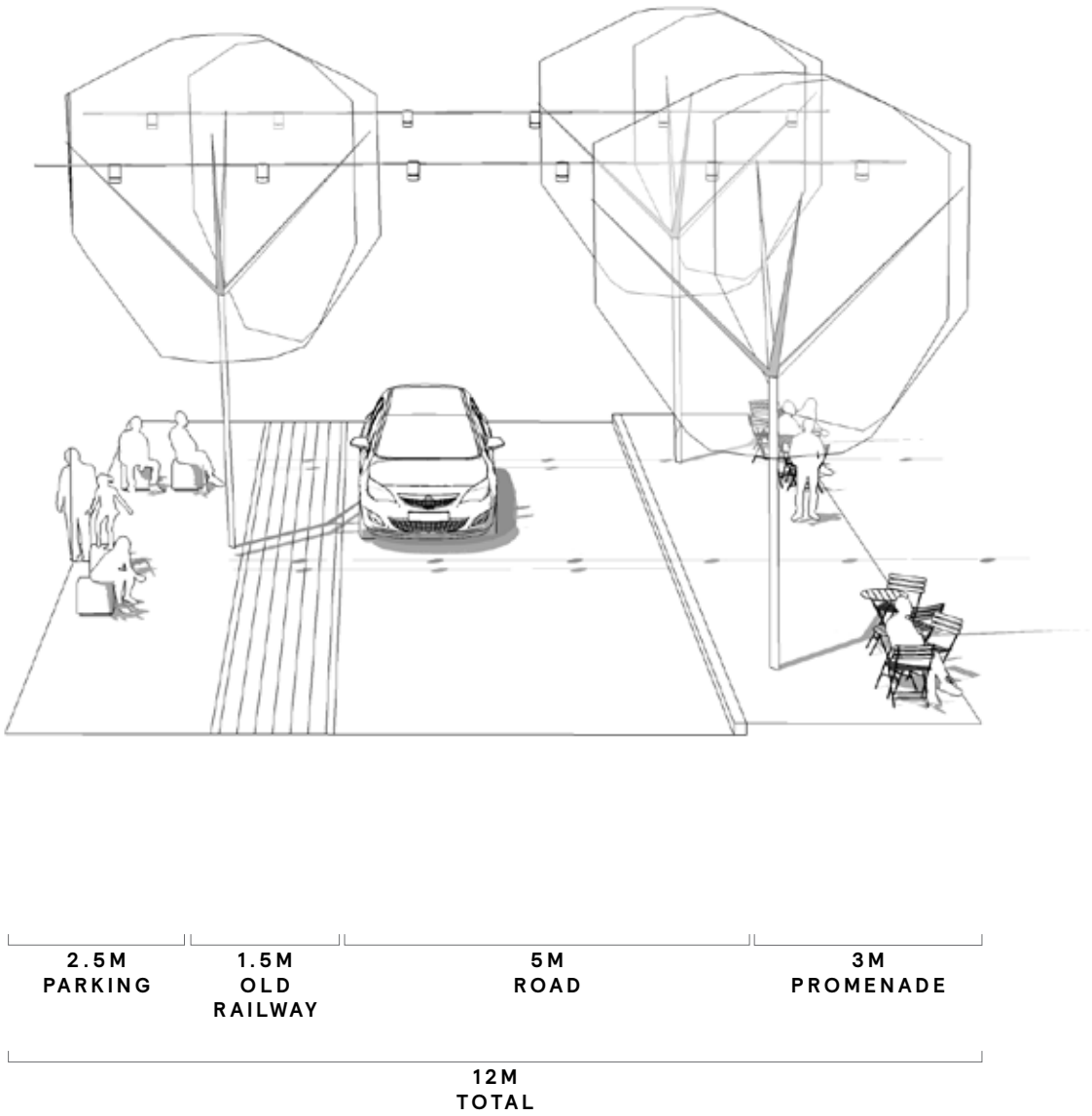


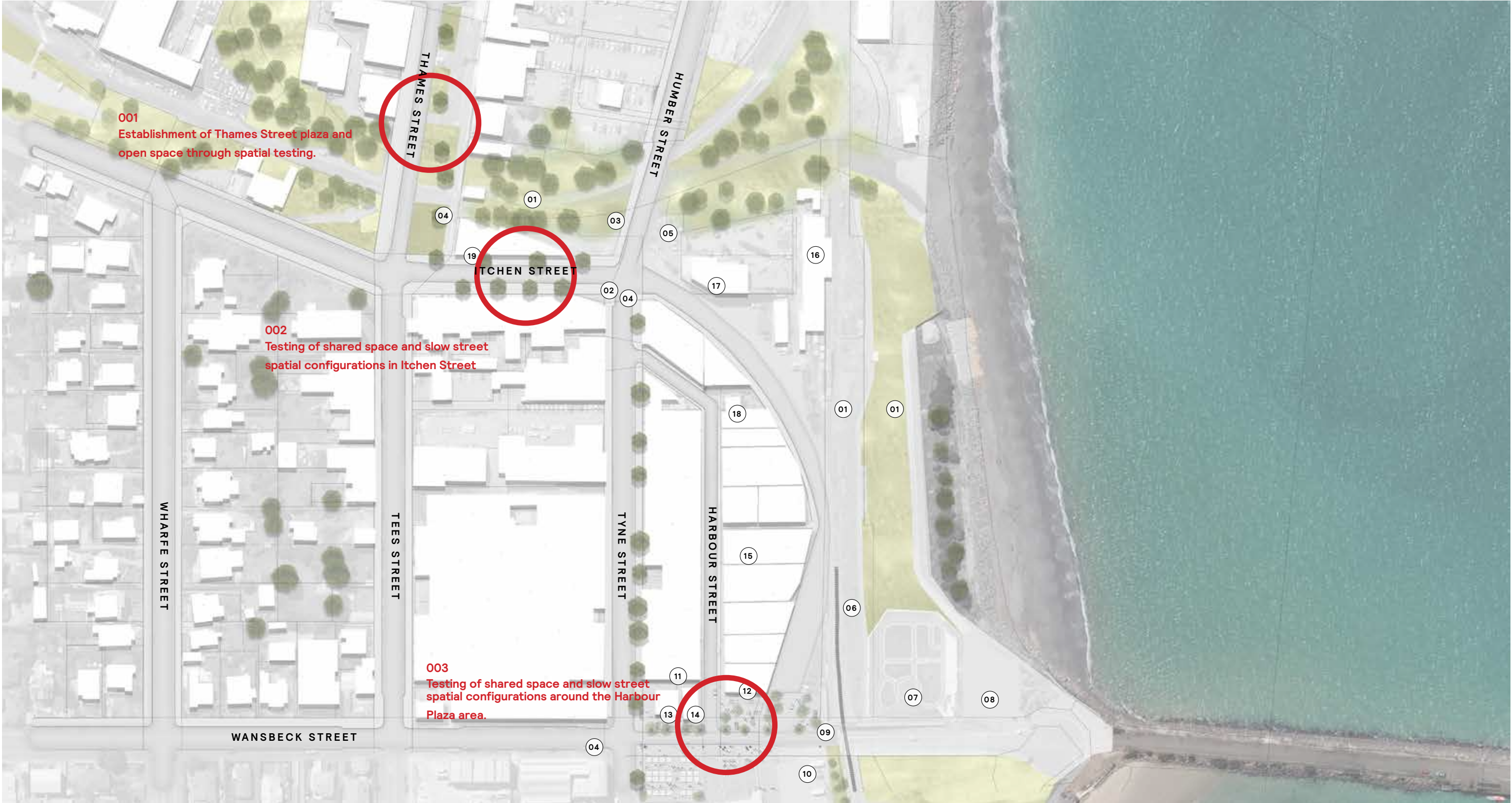


Harbour Street is upgraded with a wider promenade on the east side and an added promenade in place of parking on the west side to allow for more occupation and priority of pedestrian movement. New planting, new street furniture and new catenary lighting are also added to create a greater sense of place.

Cross Section\_

- Occupy
- Place
- Destination
- Catalyst
- Service







The following key precedents inform the wayfinding and interpretive elements for Oamaru Harbour.





Potential wayfinding locations and signage typologies\_  
Integrate bilingual signage and wayfinding across the project.

Proposed Elements\_

- A Landmark Wayfinding Plinth
- B Wayfinding Plinth
- C Finger Post Sign
- D Freestanding Interpretive Sign
- E Ground Mounted Sign

- F Wall Mounted Sign
- Vehicle Connections
- - - Pedestrian Connections

This page illustrates 1 of 2 suites of furniture elements which feature in the concept design for Oamaru. A key driver of this suite is to build on the existing character of Oamaru’s town centre materiality and identity.



A

Landmark Wayfinding Plinth\_  
3000mm H x 120mm W x 500mm L



B

Wayfinding Plinth\_  
3000mm H x 125mm W x 500mm L



C

Finger Post Sign\_  
4000mm H x 100mm W x 1500mm L



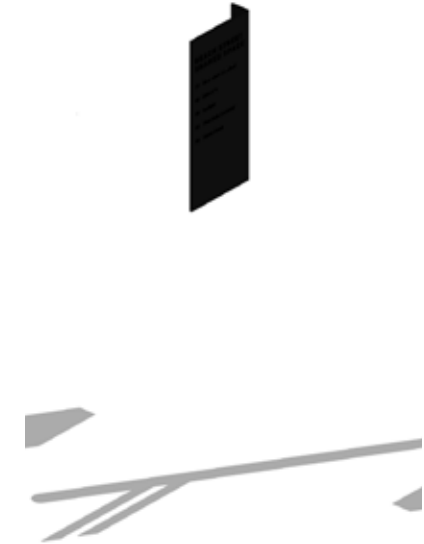
D

Freestanding Interpretive Sign\_  
1200mm H x 375mm W x 500mm L



E

Ground Mounted Sign\_  
80mm H x 1600mm W x 1600mm L

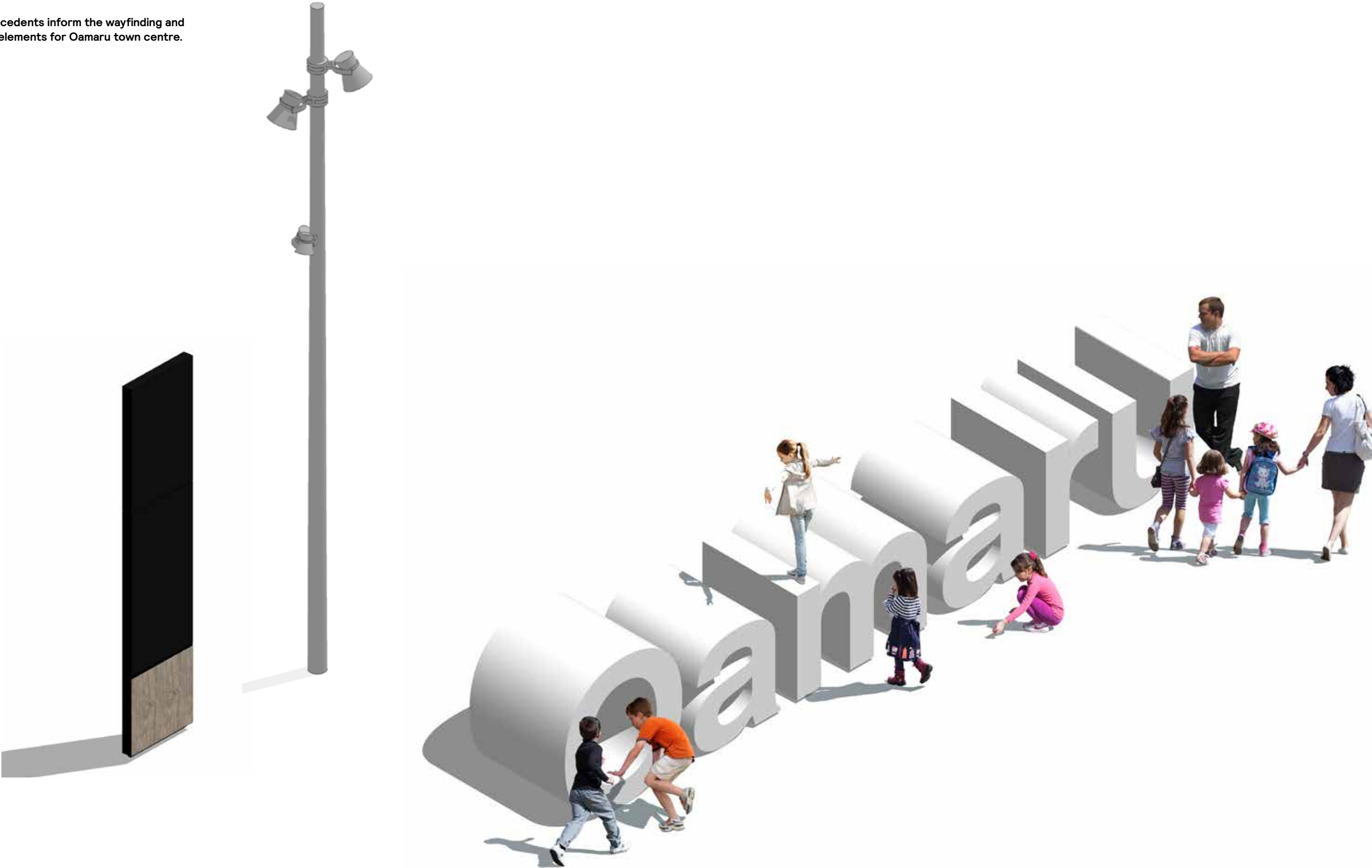


F

Wall Mounted Sign\_  
1000mm H x 110mm W x 450mm L



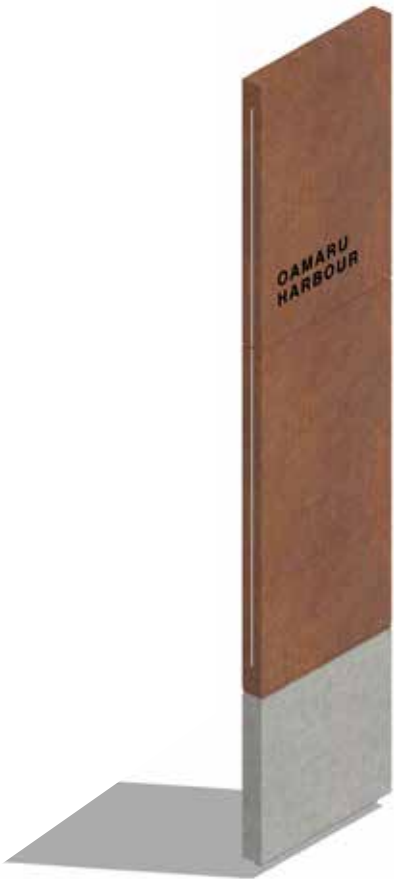
The following key precedents inform the wayfinding and interpretive signage elements for Oamaru town centre.



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This page illustrates 1 of 2 suites of furniture elements which feature in the concept design for Oamaru. A key driver of this suite is to build on the existing heritage and contemporary character of Oamaru’s waterfront materiality and identity.



A

**Landmark Wayfinding Plinth\_**  
3000mm H x 120mm W x 500mm L



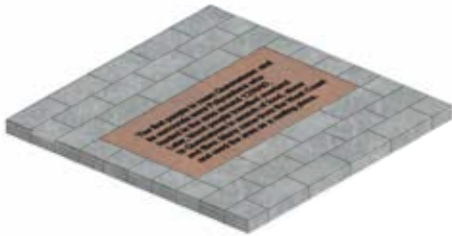
B

**Wayfinding Plinth\_**  
3000mm H x 125mm W x 500mm L



C

**Freestanding Interpretive Sign\_**  
1200mm H x 375mm W x 500mm L



D

**Ground Mounted Sign\_**  
80mm H x 1600mm W x 1600mm L



E

**Wall Mounted Sign\_**  
1000mm H x 110mm W x 450mm L



The following key precedents inform the wayfinding and interpretive signage elements for Oamaru waterfront.





The following key precedents inform the wayfinding and interpretive signage elements for Oamaru Harbour.

